

LIFE



YOUNG BALLERINA

JUNE 9, 1947 **15** CENTS
YEARLY SUBSCRIPTION \$5.50

Look!

THAT AMAZING NEW **KELVINATOR "AUTOMATIC COOK"!**

... AS FEATURED IN THE NATION'S LEADING STORES



Kelvinator Electric Ranges, Refrigerators and Home Freezers ... among the bright stars in the big appliance department of nationally famous W. & J. Sloane, New York and San Francisco.

Never before have you seen anything like it ... this miracle electric range with a "brain"! It's simply cooking magic!

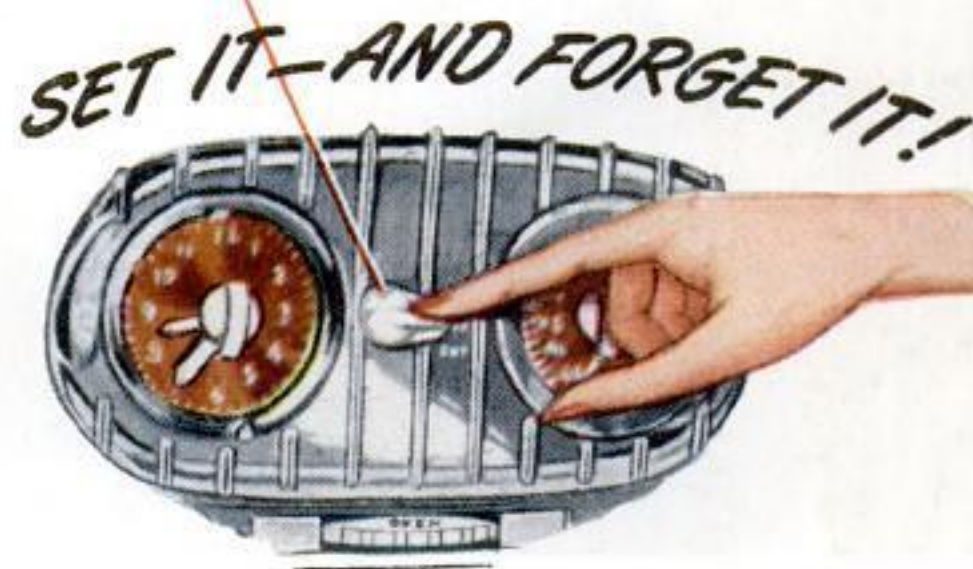
Just set it and forget it—and Kelvinator's "Automatic Cook" takes over ... cooks a whole oven dinner while you are miles away ... or perks your coffee to perfection!

And the secret? Right there, on top of the range. Set the dials and automatically, the current turns on at the appointed hour ... times the cooking exactly. Then off flicks the current when dinner's ready for you to serve...on the dot!

But you'll pick Kelvinator not only for its

electric "brain." It has everything else that's best, too. It gives you high speed cooking—*electric fast*—and safe! It gives you controls that assure uniform results every time with your pet recipes. It broils like charcoal—with radiant heat. It keeps your kitchen cool ... your pots and pans clean. Its Scotch Kettle's a miser for thrift. Your meals are more appetizing, more nourishing ... chockful of essential vitamins when you cook the Kelvinator electric way! For better living ... see your Kelvinator dealer. Four great new Kelvinator models to choose from—priced for every purse.

KELVINATOR DIVISION, NASH-KELVINATOR CORP., DETROIT



Get the Best things First... Get **Kelvinator**



Thrifty Scotch Kettle, cooks whole meals—stews, steams, bakes, deep-fat fries, sterilizes. "Automatic Cook" controlled.

Minute-Timer controls special appliance outlet; times up to 60 mins. Also used as "bell signal" to time other operations.

2-Unit Broiler Oven pre-heats fast, gives uniform heat. Takes a 25-lb. turkey! Floodlight goes on when door is opened.

Warmer drawer with thermostatically controlled heat. Two utility drawers below, all ball-bearing ... roll at a touch!

7-heat Surface Units give accurate cooking temperatures—"simmer" to "extra fast!" Knobs floodlight when units are "on."



THERE'S A KELVINATOR ELECTRIC RANGE TO FIT EVERY BUDGET!

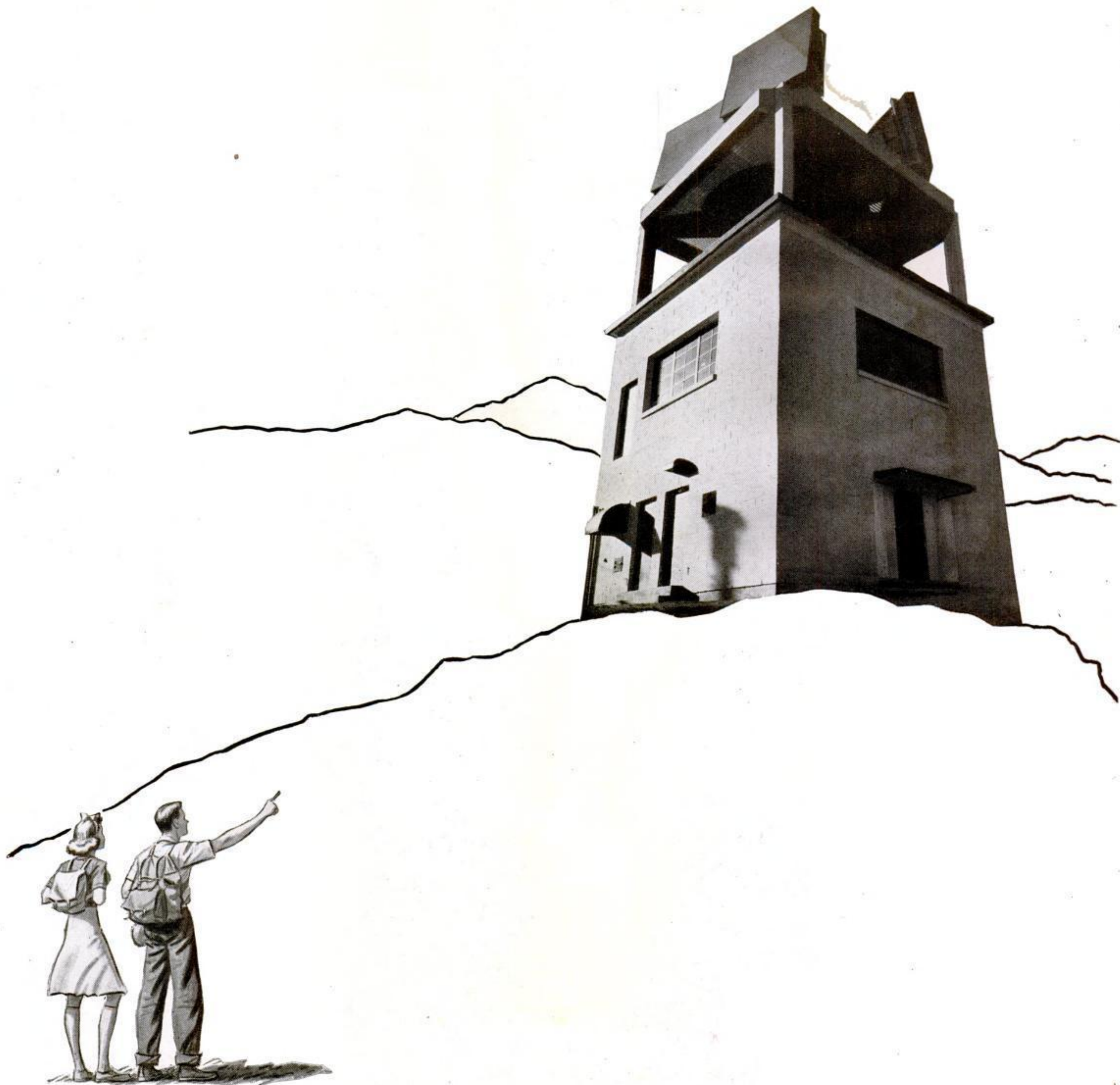
In addition to the "Automatic Cook" model, there are three other beautiful models, loaded with exclusive Kelvinator features!

This Philco Chippendale Radio-Phonograph...

brings you the sensational Philco Advanced FM System,
the amazing Philco Dynamic reproducer...startling electronic
developments that bring thrilling new power and
performance, the most glorious tone you have ever enjoyed
from radio and recorded music. Your Philco dealer has it now.



PHILCO *Famous for Quality the World Over*



SEVEN TOWERS ON SEVEN HILLTOPS

Built by the Bell System, they will provide a new kind of Long Distance communication.

Each hilltop tower is a relay station between New York and Boston* for very short radio waves. These "microwaves" are free from static and most man-made interference. But they shoot off into space instead of following the

earth's curve. So they have to be gathered into a beam and aimed at the next tower, about 30 miles away. That's the job of the four big, square, metal lenses on each tower. They focus microwaves very much as a magnifying glass focuses the sun's rays.

These radio relay systems may be used for Long Distance telephone

calls and to transmit pictures, radio broadcasts and television programs.

This is another example of the Bell System's effort to provide more and better Long Distance service.

BELL TELEPHONE SYSTEM



*We have applied to the Federal Communications Commission for authority to start a similar link later between New York and Chicago

WHAT GETAWAY

AT THE LIGHT!



*Flying
Horsepower*

HERE'S the power performance you want—and long mileage, too—Mobilgas Special *Flying Horsepower*!

Try it for fast starting, instant pick-up, smooth power and economy. You'll quickly discover why Mobilgas Special is America's Favorite on the open road, in traffic, under *all* driving conditions!

Fill up at your Mobilgas dealer's!

AT
THE SIGN
OF
Friendly
Service



GET Mobilgas Special

AMERICA'S FAVORITE!

SOCONY-VACUUM OIL COMPANY, INC., and Affiliates: Magnolia Petroleum Company, General Petroleum Corporation • Tune in THE MOBILGAS PROGRAM—Monday Evenings, 9:30 E.D.T.—NBC

This One



RQ1B-ZXL-XE5P

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Introducing



To help you win, here's why Tek de Luxe is 4-ways better. 1. Beautiful! Handle sculptured in Starlite.* 2. Waterproof Keton* bristles, won't get soggy. 3. Scientific shape cleans every curve. 4. Unbreakable, plastic container makes a perfect travel case. At all drug counters, 50¢.

*Exclusive with Tek de Luxe

Tek *De Luxe*
TOOTH BRUSH

GIANT PRIZE CONTEST

**2,536 AWARDS
WORTH \$21,145**

It's easy! It's fun! What a thrill to win one of these eleven, big Television-Radio Sets! Imagine—right in your home—big league baseball games, prize fights, drama, movies! And this spectacular contest, introducing Tek de Luxe—America's 4-ways better tooth brush, offers you hundreds of other valuable prizes!

Just get an entry blank (for full information and rules) at your favorite drug counter. Or, cut out the Limerick from this ad, and use it as your entry blank. All you do is fill in the last line of the Limerick. Then mail it, with the blue and red label from inside a Tek de Luxe Tooth Brush container, to Tek Corp., Box 209, Newark 1, N. J. Send as many entries as you please, including a Tek de Luxe label with each. Contest closes midnight July 31, 1947.

WHAT'S YOUR "LAST LINE"?

Here's the Limerick:

"Tek de Luxe," raved an actress named Jean,
"Is the best-looking tooth brush I've seen."
"In its smart travel kit,
"It's a sure 4-star hit."

(fill in this line)

2,536 PRIZE WINNERS. BE ONE OF THEM!

Grand Prize—\$1,795 DuMont Television-Radio-Phonograph Combination (illustrated, top right). Television is sweeping the country. Here's everything you want now and for the future. Think of it! The finest in Television plus FM, Standard and Short Wave Radio plus Automatic Phonograph. 39 tubes! Big, direct-view television pictures 12 3/4 in. wide! Big, rich mahogany cabinet almost 4 feet wide.

10 Second Prizes—Each a \$795 DuMont Television-Radio Set (illustrated, right). Bright, clear television pictures 10 in. wide. Plus—FM and Standard Radio Reception. 29 tubes! Natural mahogany cabinet.

25 Third Prizes—Each a \$150 Benrus Embraceable Watch. Exquisitely styled, ladies' bracelet-watch combination. 14 karat gold, 17 jewels.

500 Fourth Prizes—Each a Hughes All-a-round Hair Brush, worth \$7.50. The famous "deep-action" brush for beautiful hair. Nylon bristles, Lucite handle.

2,000 Fifth Prizes—1 pair each, Airmaid Nylon Hosiery. Worth \$1.95 a pair. Full-fashioned, super-sheer, all nylon—top to toe.

TEK CORPORATION, NEWARK, N. J.



WIN THIS DU MONT TELEVISION-RADIO-PHONOGRAPH COMBINATION



10 more Du Mont Television Sets



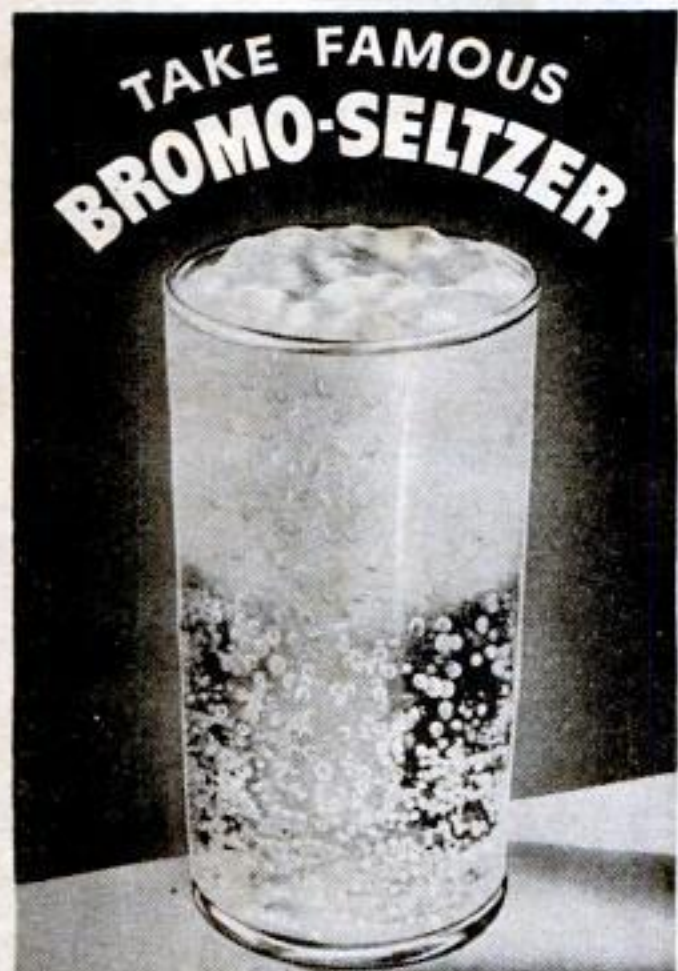
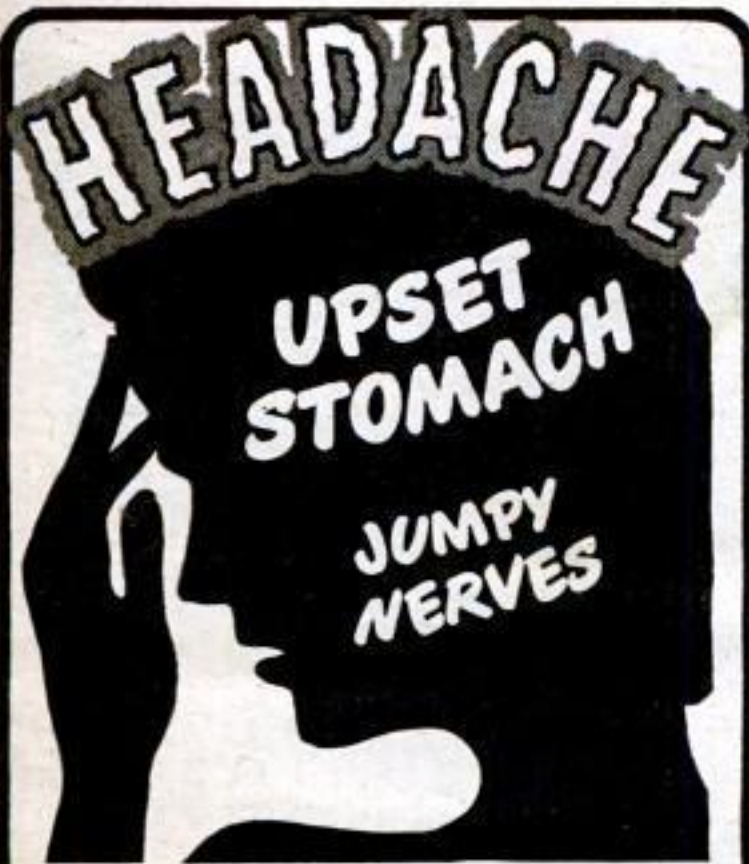
Exquisite BENRUS Embraceable WATCHES



All-a-round Hair Brushes



Nylon Hosiery by Airmaid



When headache brings upset stomach and jumpy nerves, all at the same time, take Bromo-Seltzer for quick help. Because Bromo-Seltzer is famous for fighting ordinary headaches these three ways:

1. Relieves pain of headache
2. Relieves discomfort of upset stomach
3. Quiets jumpy nerves

which may team up for trouble.

Simply put teaspoonful in a glass and add water. Bromo-Seltzer effervesces with split-second action...ready to go to work at once. Caution: Use only as directed.



Get Bromo-Seltzer at your drugstore fountain or counter today. Compounded in four convenient home sizes by registered pharmacists.

For **FAST** headache help
BROMO-SELTZER

A PRODUCT OF EMERSON DRUG COMPANY SINCE 1887

LETTERS TO THE EDITORS

ROBERT LOWELL

Sirs:

The illuminating exposition of Robert Lowell's poems (LIFE, May 19) probably marks the first time in literary history that an English-language magazine deemed it necessary to supplement a 14-line sonnet with a 13-line digest in prose. It came as something of a shock to me to recall that I had been guilty, a few weeks back, of submitting some verse to LIFE without an accompanying prose translation. As a corollary it occurred to me that some of LIFE's prose is equally hard to grasp and that for every block of text the editors should perhaps add an auxiliary text block amplifying and explaining the significance of all metaphors and polysyllabic words employed. How do you know that all LIFE readers understood the prose analysis of Poet Lowell's work? Shouldn't you perhaps have subjoined a still more simplified text block explaining what you were explaining in your explanation—then you might be perfectly sure that everybody got everything. Appended to your lead on the Lowell story, for example, you could have printed something like this:

"For the minority of LIFE's readers who read and understand the English language, the statement that Robert Lowell 'has already reached the stature of a major literary figure' may be clear. But for the majority who read little and understand less it should be explained that the words 'stature' and 'figure' do not refer to his body but to his reputation. The form in which the statement is made involves a trick of writing which is sometimes called a 'metaphor' (derived from several Greek words which it would be much too confusing to mention here) or 'figure of speech' (which again has nothing to do with 'figure' in the usual LIFE definition). In the second sentence LIFE's writer has again used a daring (hang on tight, here comes that word again) metaphor when he speaks of Lowell's verse as 'hard-bitten.' This odd, hyphenated (two-part) word could be taken to mean that Poet Lowell wrote his verses with a hard pencil and chewed the end of it, or even that he bit his nails hard while hard at work. But it is more probable that LIFE's writer simply meant that

CONTINUED ON NEXT PAGE

For the convenience of
LIFE's non-subscribing readers

- TO SEE LIFE...
- TO SEE THE WORLD...
- TO EYEWITNESS GREAT EVENTS.

I WANT TO SEE LIFE EACH WEEK

Please enter my subscription to

LIFE

- for 1 Year at \$5.50 ☐
- for 2 Years at \$10 ☐
- for 3 Years at \$13.50 ☐

I enclose \$

Please bill me ☐

Name _____ (PLEASE PRINT)

Address _____

City _____ Zone _____ State _____

mail to LIFE,

540 N. Michigan Ave., Chicago 11, Ill.,
L-6-9 or give this coupon to your newsdealer

PROVED!

Claims and promises aside—
here's actual proof that no matter
how you shave now, the Palmolive
Brushless Shave Cream Way means
smoother, more comfortable
shaves for three men out of four!

Beards Easier to cut

—said **79%**

Closer Shaves

—said **69%**

Less Razor Pull

—said **75%**

Smoother Feeling Skin

—said **82%**

Smoother,
More Comfortable Shaves

—said **75%**



Smoother, More
Comfortable Shaves for
3 Men out of Every 4

Only **PALMOLIVE**
Brushless Shave Cream
Offers You This Proof!

Yes, it's been proved! Proved beyond mere claims and promises—proved in test after test on all kinds of beards! For 1297 men tried the Palmolive Brushless Way to Shave. You can see the results above! Actually, 3 out of 4 men tested reported smoother, more comfortable shaves. Regardless of how they shaved before!

Look! Here's All You Do!



1. Wash your face with soap and water! Rinse!



2. Soap face again. Do not rinse!



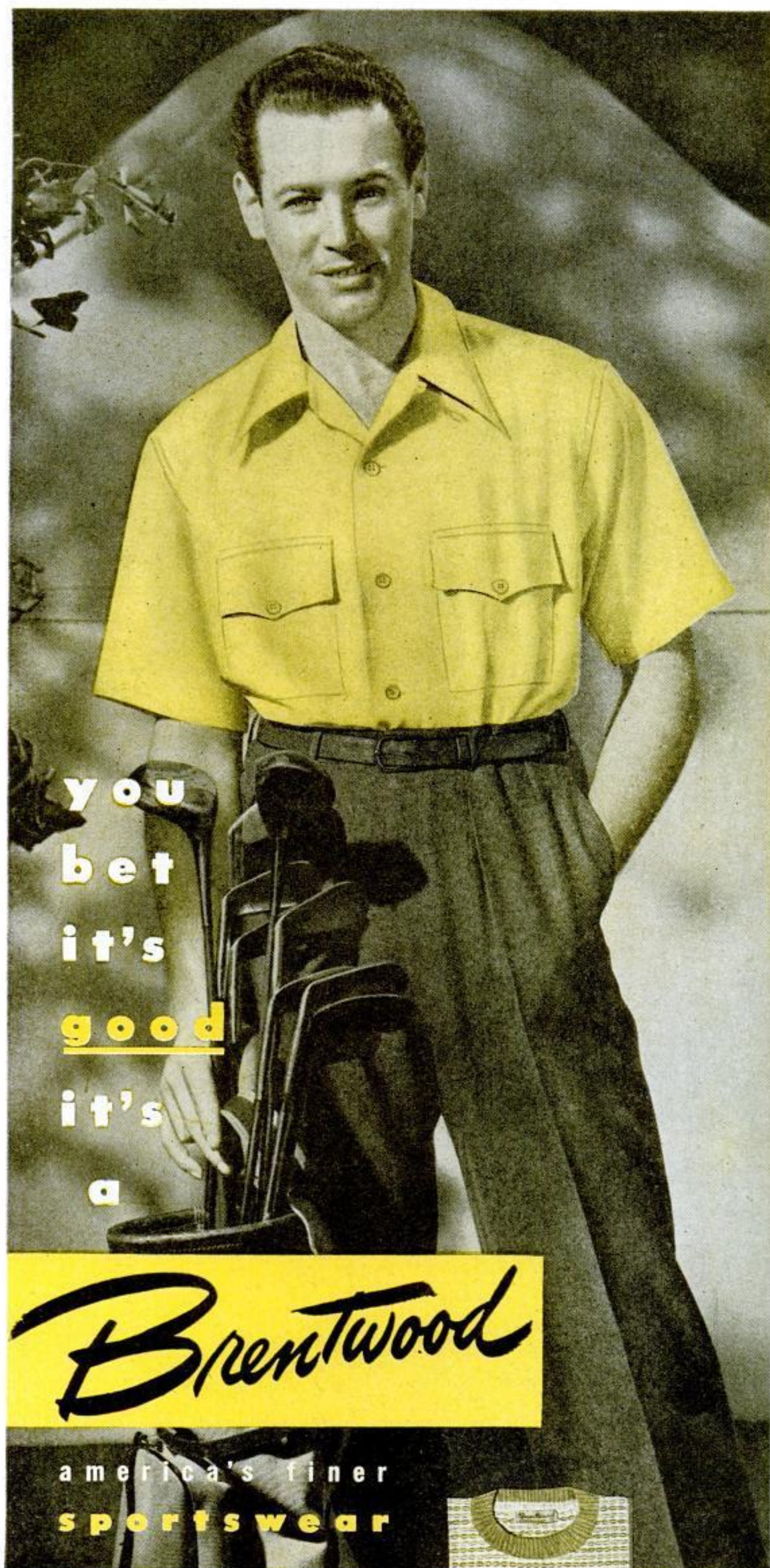
3. Apply Palmolive Brushless Shave Cream immediately, smoothing it upward into beard.

This way, you get the full benefit of Palmolive Brushless Shave Cream's beard-conditioning effect! Then shave!

You be the judge. Prove to yourself that the Palmolive Brushless Shave Cream Way gives you the smoothest, most comfortable shaves ever!



Get a giant tube
or big 9-oz. jar today!



you bet it's good it's a

Brentwood

america's finer sportswear

gift perfect for a particular dad. He'll admire the handsome detailing—the smoother, cleaner tailoring of this superb sport shirt. Styled with Brentwood's famous easy-fitting, leisurely lines. Short sleeve sport shirts, \$4 to \$6 ... fine cotton basque shirts, \$2 to \$3... at most fine stores.



BRENTWOOD SPORTSWEAR • PHILADELPHIA • NEW YORK

LETTERS TO THE EDITORS

—CONTINUED—

Lowell's verses, when read out loud, make a crunchy sound such as you'd hear if you bit off the keys of your typewriter one by one. . . ."

LINCOLN BARNETT

Westport, N.Y.

MORON'S DELIGHT

Sirs:

This day and age of progress has changed everything. It is cheaper to take a girl to a nightclub than to the corner for a sundae ("Moron's Delight," LIFE, May 19).

"MEL" LERNER
BOBBY JOHNSTON

Georgia Military Academy
College Park, Ga.

Sirs:

... The boyfriends who buy them must be morons.

PAUL E. KAST
RICHARD P. NILES

Canton, N.Y.

Sirs:

One of my sorprity sisters, upon seeing the picture of the "Moron's Ecstasy," immediately went down to our campus grill and ordered one. She downed the entire concoction in 10 minutes flat. Ten minutes later she was in bed—moaning about "green things floating 'round and 'round."

JEAN A. HART

Syracuse University
Syracuse, N.Y.

Sirs:

Here in Richmond Hill we have a place that's about 20 times better. "Jahn's" has a "Boilermaker and Helper," "Tall - in - the - Saddle," "Screwball Special," "Suicide Special," "Pink Elephant," "Kilroy" and last but not least a "Super Duper for Two." Can you top that?

IRENE SNYDER

Jamaica, N.Y.

● Can you down it?—ED.

KOREA

Sirs:

Because Korea has been the victim of oppression for 37 years, it is indeed gratifying to see your magazine giving that unhappy land recognition. Having spent some seven months in Korea as a member of the Military Government at Seoul, I had occasion to speak with many Koreans, and what I learned from them forces me to take issue with your recent editorial (LIFE, May 19) on two points: 1) "The State Department has at last awakened to the fact that to favor Korean independence means to oppose Russian aggression" and 2) "He [Syngman Rhee] could probably be elected tomorrow in a fair election." Most Koreans believe that to favor Korean independence means just that.

During the war the Koreans were told that Korean independence meant opposing Japanese aggression. The aggression of Japan has been stopped, yet Korea is not independent. The Koreans want a Korean nation; they do not want Russian Communism nor can they yet afford the luxury of American democracy.

Because the land lies so close to the Soviet Maritime Provinces, most Koreans feel that Korea should be truly independent with her neutrality respected and guaranteed by the major powers. The Korean people look forward to both the Americans and Russians granting Korea her independ-

CONTINUED ON PAGE 8



IN BOXING BARNEY ROSS HAD THE "EDGE"!

World's Lightweight champ, 1933-1935;
World's Welterweight champ, 1936-1938
... Silver Star Marine Hero... A great fighter all his life!

IN RAZOR BLADES

PAL
HOLLOW GROUND

**HAS THE
"EDGE"
5 ways**

1. Longer lasting
 2. Smoother shaving
 3. Keener edges
 4. More economical
 5. Uniformly perfect
- DOUBLE YOUR MONEY BACK**
if you don't agree!



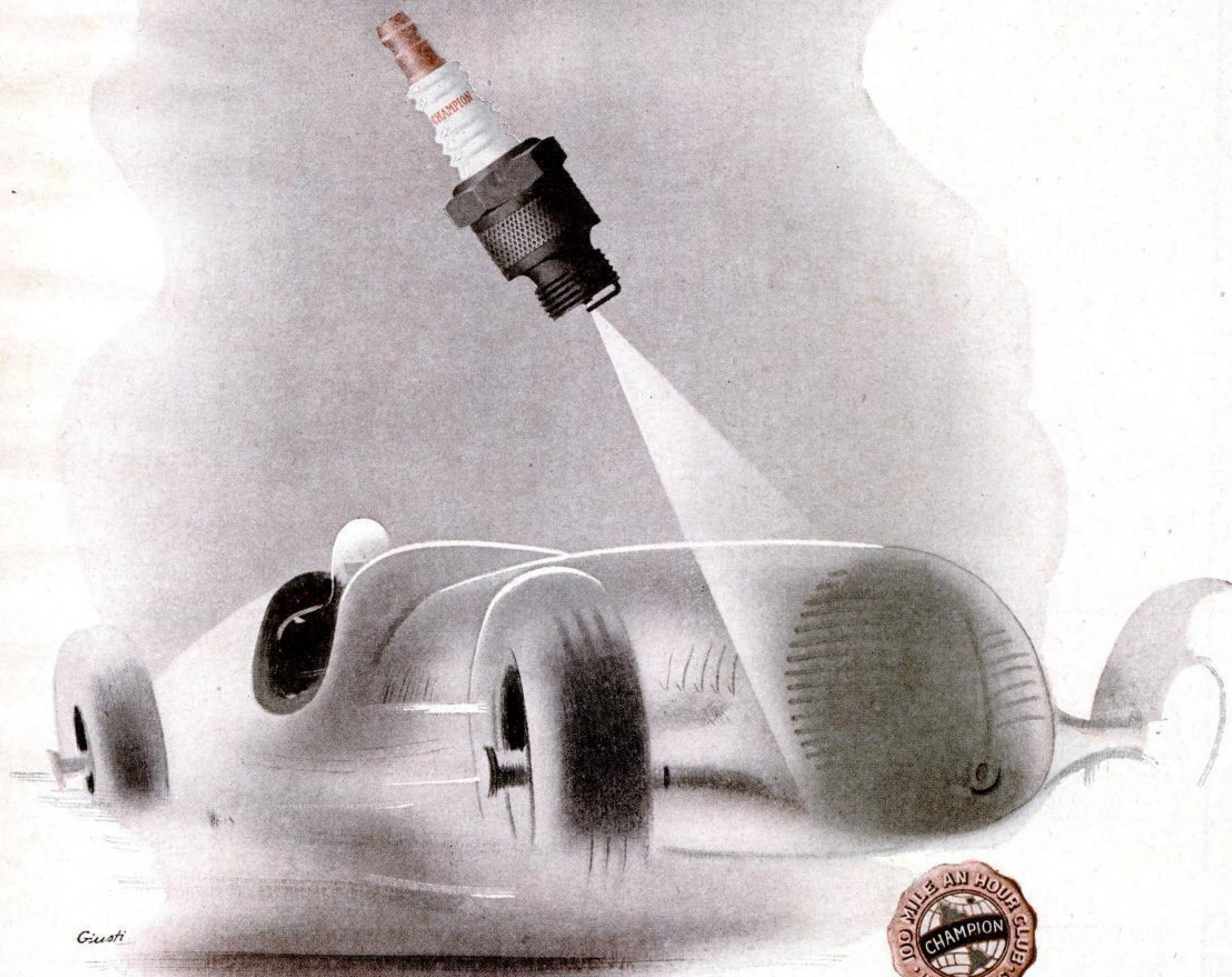
DOUBLE EDGE **SINGLE EDGE**
RUST-RESISTANT
4 for 10¢ 10 for 25¢ 25 for 59¢
ECONOMY SIZE 50 for \$1.
AT ALL GOOD STORES

PAL HOLLOW GROUND BLADES ARE MADE IN U.S.A., CANADA, GREAT BRITAIN AND SOUTH AMERICA AND ARE SOLD ALL OVER THE WORLD

Dependable

CHAMPION

AMERICA'S FAVORITE SPARK PLUG



The Champion 100-Mile-an-Hour Club, the "world's most exclusive club," is composed of those race drivers who have driven the full 500 miles in the Indianapolis 500-Mile Race, at an average speed of 100 miles per hour, or over, *without* relief. Of the hundreds of drivers who have competed in this international speed classic, only 35 have achieved the distinction of becoming members and are entitled to wear the club emblem. It is extremely significant that 32 of these 35 qualified for membership using dependable Champion Spark Plugs.

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***FOLLOW THE EXPERTS*—DEMAND DEPENDABLE CHAMPIONS FOR YOUR CAR**

Listen to the CHAMPION ROLL CALL . . . Harry Wismer's fast sportscast every Friday night, over the ABC network . . . CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

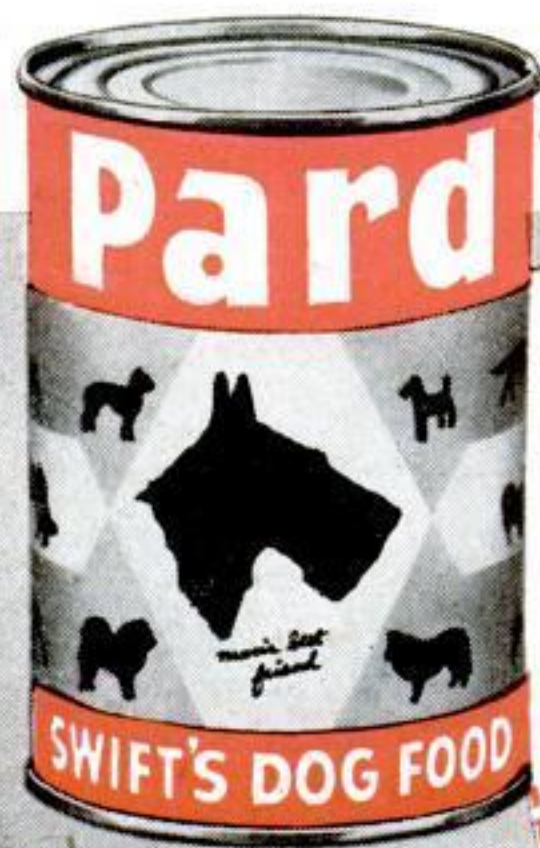
Pard made a pard of my dog...



SWIFT MAKES PARD rich in vital meat proteins

There's nothing like meaty-rich, satisfying Pard to get your dog off to a winning start. And for keeping him out in front—Pard is chock-full of energy-building food and highest quality meat proteins!

More than that, Pard's nutritionally correct formula is based on feeding studies conducted in Swift & Company's laboratories. Positive assurance that when you feed Pard—no additional meat is ever needed. Treat your dog to tasty PARD today and everyday.



NOW IN CANS

ASK YOUR VETERINARIAN

how proper feeding can help prevent many common dog ailments. Consult him regularly—he's your dog's friend.



LETTERS TO THE EDITORS

CONTINUED

ence as rapidly as it can be accomplished under the terms of the Moscow decision, but they most certainly do not look forward to Korea becoming a testing ground for Soviet and American power. The Koreans have a gentle proverb which is often cited in these days: "In a fight between whales, a shrimp's back will break." . . .

Syngman Rhee is a Korean hero but he is not a Korean leader. Thirty-five years absent from his homeland, he returned to Korea in October 1945 and in his first public address launched a bitter attack against the Russians. This would have been fine had it not been for the fact that it was most unexpected and it embarrassed the Americans.

Because Rhee had been elected the first president of the provisional government of Korea, after the passive rebellion of 1919 (in which Rhee did not take part), he was hailed as an historic personage; a hero about whom Korean fathers told exciting stories to their sons. But when he began advocating that Koreans in the south be organized into a government so it would be independent of the north, the majority of Koreans refused to go along with him.

To the Korean people there can be only one Korea, and that is the north and the south. The industry and agricultural enterprise of this area is so constructed that the north and the south are mutually dependent. . . . Neither the U.S. nor Russia can put enough money into their respective zones to make a true economic unit; the two zones must be integrated if there is to be real independence and a true Korean state.

The Soviet-American Commission reconvened on May 20. Let us hope that the tired land of Korea can be made whole and that shrimps and whales may swim in the same sea in peace and freedom.

ROBIN L. WINKLER

New York, N.Y.

REAR-VISION RABBITS

Sirs:

In your article "Coursing Trials" (LIFE, May 19) you state rather questioningly that "Some say that rabbits have rear vision." As a matter of fact, rabbits do come the nearest of any North American mammals in accomplishing this feat. Each of the laterally placed eyes of a rabbit sees more than a half circle, and together they see in every direction, encompassing most of the possible spherical field around the head. Thus rabbits have a binocular field in the rear and above their heads, as well as over a smaller area in front. They can, therefore, "keep an eye" on an enemy in the air, such as a hawk, or one chasing them from behind, while at the same time they can look for a hole or bush into which they may plunge to escape.

HERB WEISEL

Lincoln, Neb.

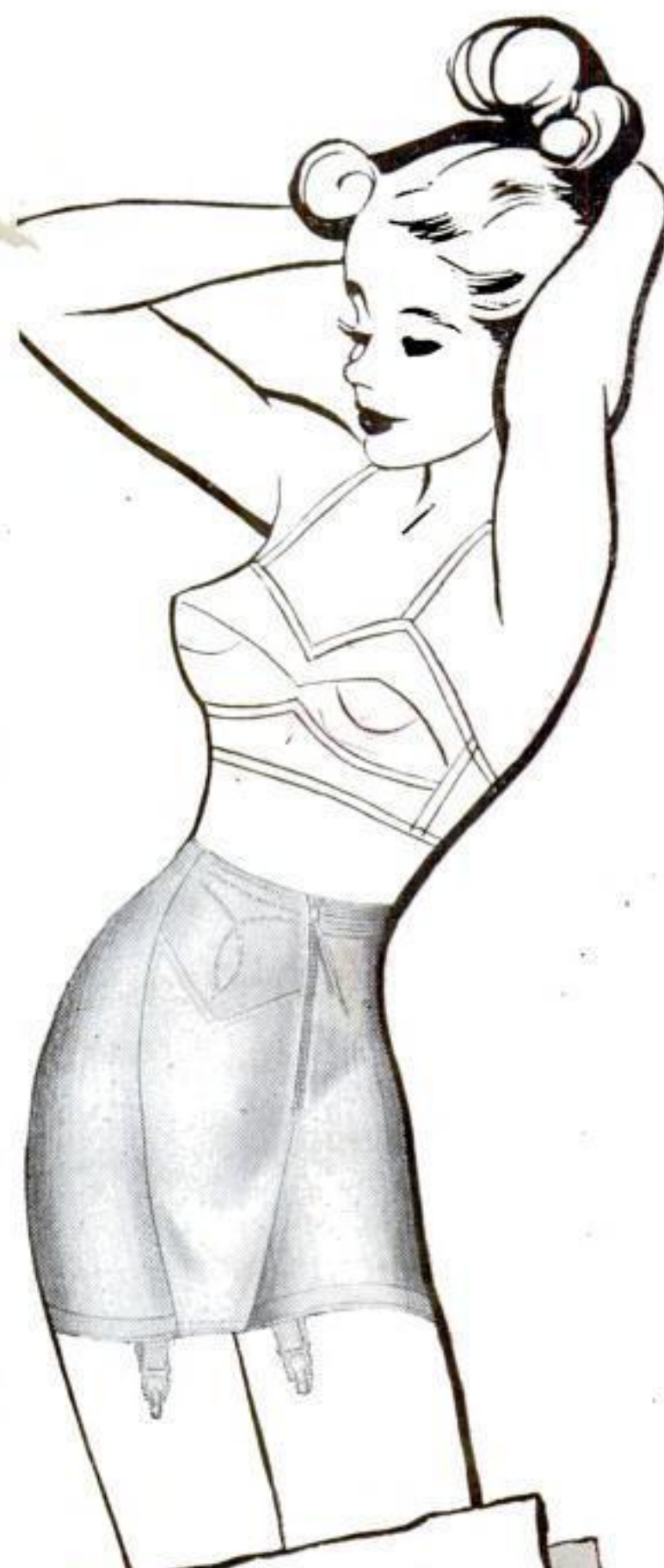
● LIFE was overly skeptical. Reader Weisel ably states the case for the rabbit which can see everywhere except right in front of its own nose.—ED.

AVAK, THE HEALER

Sirs:

Your story about "Avak the Healer" (LIFE, May 19) accentuates an odd coincidence.

Last February at Carnegie Hall I



Perma-lift
GIRDLES

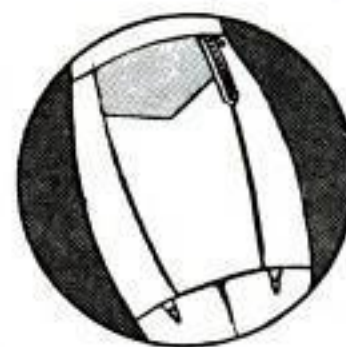
NO BONES ABOUT IT
STAYS UP WITHOUT STAYS

Another "Hickory" Success

NO BONES ABOUT IT

STAYS UP WITHOUT STAYS

Wonder of wonders, a smart new girdle that has no bones, yet it won't wrinkle, won't roll over, won't bind. Yes—IT STAYS UP WITHOUT STAYS. This new "Perma-lift" Girdle is fashioned with a Magic Inset that gives you all the advantages of bones, yet none of the discomfort. For a real comfort thrill, wear a new "Perma-lift" Girdle. At fine corset departments everywhere, most styles—\$7 to \$12.50. The perfect companion to your "Perma-lift" Bras-siere with "The Lift that never lets you down."



*"Perma-lift" and "Hickory" are trademarks of A. Stein & Company (Reg. U. S. Pat. Off.)

CONTINUED ON PAGE 11



If they don't have Koroseal labels they aren't real Koroseal

WHEN you buy *Koroseal* flexible synthetic make sure you get it. Because it is in such demand by people who know its convenience and value, and because the supply can't even yet equal that demand, there have been cases of people referring to other coatings and films as "*Koroseal*" or "the same thing as *Koroseal*".

Therefore, for your protection, every genuine *Koroseal* article carries a *Koroseal* label, with the *Koroseal* trade mark in the familiar script shown at the bottom of this page.

Koroseal synthetic, developed by B. F. Goodrich from limestone, coke, and salt, is made into scores of products such as those pictured above, by licensed, reputable manufacturers who maintain the highest standards of quality.

Koroseal synthetic is made in many forms and colors — as a film (shower curtains, raincoats, baby pants, aprons, garment bags, window curtains) or in stouter sheets (luggage, upholstery, flooring, belts, watch straps) or in tubes and cords (garden hose, clothes-

line) or as a thin transparent coating on fabric for work clothing, more formal raincoats, closet accessories. In all its forms and colors it is permanently waterproof and proof against most (and highly resistant to all) acids, greases, alcohol. It withstands sun, air and wear. It can be kept clean and new-looking easily, simply by a damp cloth or with soap and water. It is practically scuffproof. It does not grow stiff nor tacky nor crack with age.

Only *Koroseal* synthetic gives you all these important advantages. There-

fore, to be sure of *Koroseal* value, insist on the *Koroseal* label on every article you buy. The B. F. Goodrich Company, Akron, Ohio.

Koroseal

Trade Mark—Reg. U. S. Pat. Off.

B.F. Goodrich
flexible synthetic

— A SLICK QUICKIE FOR JUNE —

COLD CUTS and BORDEN'S CHATEAU!



CHATEAU SUMMER SUPPER

Fix a platter of your favorite cold cuts and add golden slices of that wonderful cheese-food-of-100-uses — Borden's Chateau. Serve with a tossed green salad or rosy-red tomato wedges and you've a meal to tempt the droopiest appetites.

The zesty flavor of Chateau comes from a special blending of fine aged and mellow-mild American Cheddar cheese.

Borden's Chateau is grand for picnic sandwiches or cold buffets. Slender strips add zest and extra nourishment to salads.

And Chateau's fine flavor does wonderful things for Welsh rabbit, soufflés, omelets, and the like. Get Borden's Chateau today. Available in 1/2-lb. package (plain or Pimento) and 2-lb. loaf.



New 'n' wonderful—Cheese 'n bacon spread

NOW! Taste what Borden's has for you! Brand-new Cheese 'n Bacon Cocktail Spread! Sharp aged Cheddar cheese is the base. And into this is blended bits of crisp, broiled bacon. Slightly salty, slightly smoky—with a tantalizing tang! Grand "as is" on crackers. Wonderful alone or with lettuce and tomato in a picnic sandwich. Try it today!



Dessert delight for a June night

Fresh fruit, with portions of Borden's Military Brand Camembert. If you've never tasted this finest Camembert, we beg you to do so at once! Creamy-rich. Mellow-mild. This famous cheese has a delicate flavor all its own. Each bite is a memorable eating experience. (P.S. Serve Camembert at its best—when the center is soft and creamy.)

DURING DAIRY MONTH, ENJOY

Borden's Fine Cheeses

IF IT'S BORDEN'S, IT'S GOT TO BE GOOD!

© The Borden Company

FOR GRADUATION...
Companions in FINE LEATHERWARE
 Lasting companions for the graduate... in rich, warm leather, styled for hard use—enduring beauty.



OVERNIGHTER Keeps travel essentials in place. Completely fitted.

WALLET—Slim... light... surprisingly roomy. Variety of styles, colors.



RUMPP
 Style Stitch
 with NYLON
 Visible Strength
 Leather Lightness

Look for the Rump trademark in leading stores.

97 YEARS OF LEADERSHIP



C. F. Rump & Sons, Phila. 6, Pa.

When you buy—compare

the pen →
the price ←

\$3.50

Compare all the popular brands at your favorite pen counter. Then... see and write with the **Venus President**—14 Karat gold point, extra large for strength, **Iridium** tipped for smoother writing. Smart colors. Yours for years of writing satisfaction. Backed by the **Venus Guarantee**.




VENUS
 AMERICAN PENCIL COMPANY
 Makers of famous Venus Pencils

LETTERS TO THE EDITORS

CONTINUED

heard a beautiful cantata for soprano voice and orchestra entitled *Avak the Healer*. Composer Alan Hovhanness, who conducted the New York Philharmonic-Symphony in this performance, had no idea that there was a contemporary of that name in Iran. His work had been named after a 10th-Century healer credited by church records as having effected a number of miraculous cures through faith and prayer.

Mr. Hovhanness has another surprise awaiting him. "Avak the Healer's" middle name is Hovhanness.

GEORGE AVAKIAN

New York, N.Y.

"VOGUE" MODELS

Sirs:

Shortly after the May 12 issue of *LIFE* came to our house, my twin daughters and three of their friends found themselves in our backyard with two stepladders and an assortment of hats, pretending to be *Vogue* models.

The five potential ladies in this picture represent an era of beauty that



hasn't yet appeared. It took five minutes to convene this group in a Philadelphia backyard and 30 seconds to arrange the pose, in which "remarkably aloof position they remained frozen" for 1/75 of a second. For this brief period they shared two stepladders and a look of adolescence. The average age of these beauties is 11 and this month they are finishing the sixth grade. They have a lot of teeth and smile often. They represent a group which plays harder, gets dirtier, eats more ice cream and sends in more box tops than any other group in America.

RUTH BRANNING MOLLOY

Philadelphia, Pa.

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IDEAL GIFT FOR FATHER'S DAY



VICTOR MOORE'S PET DUCK JOINS HIM FOR A SWIM



MOORE AND DUCK PAD OFF FOR THE POOL



MOORE VAINLY URGES THE DUCK TO DIVE



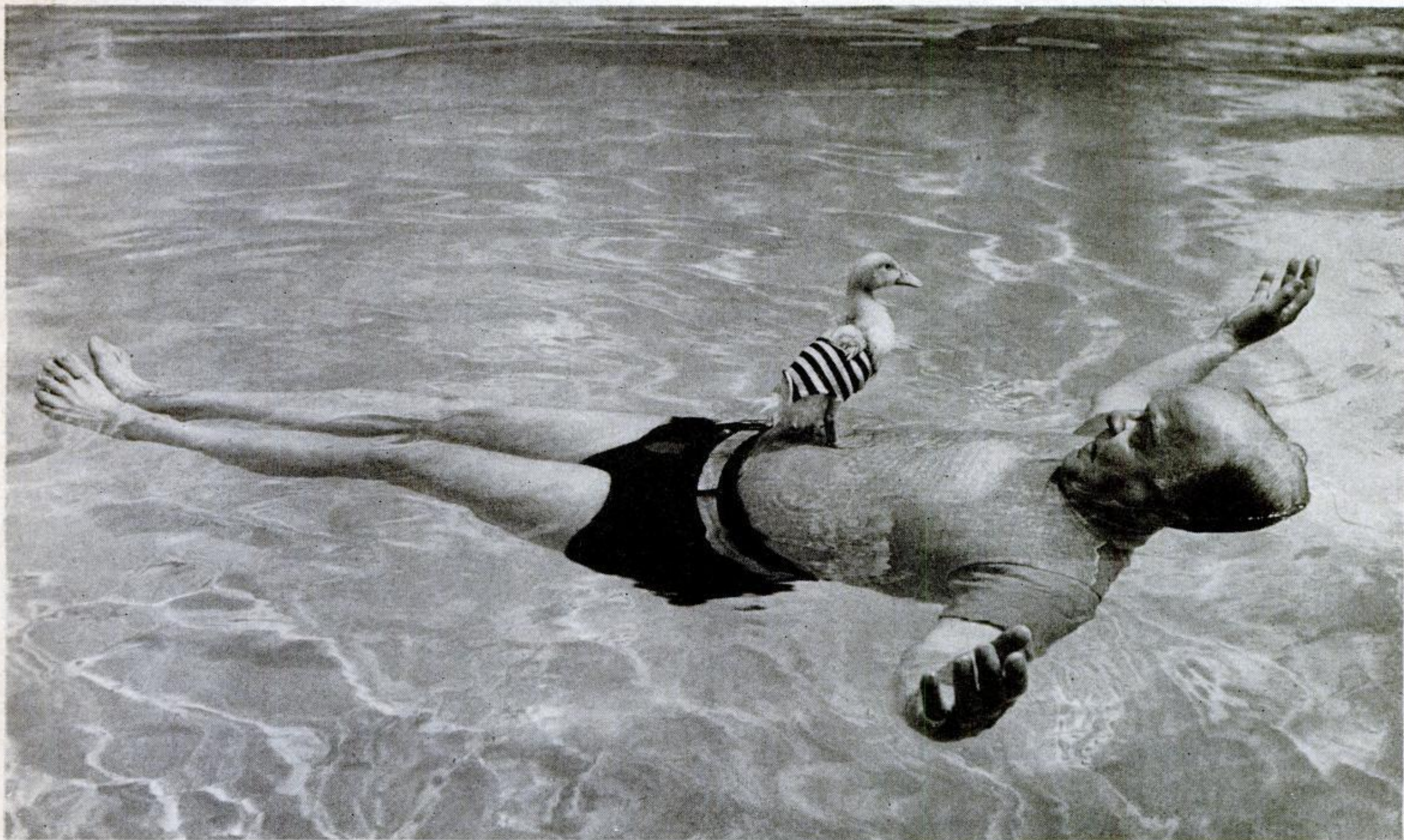
FINALLY HE PUSHES HIM OFF THE BOARD

SPEAKING OF PICTURES...

...OLD COMEDIAN STARTS YOUNG DUCK ON A PROMISING CAREER

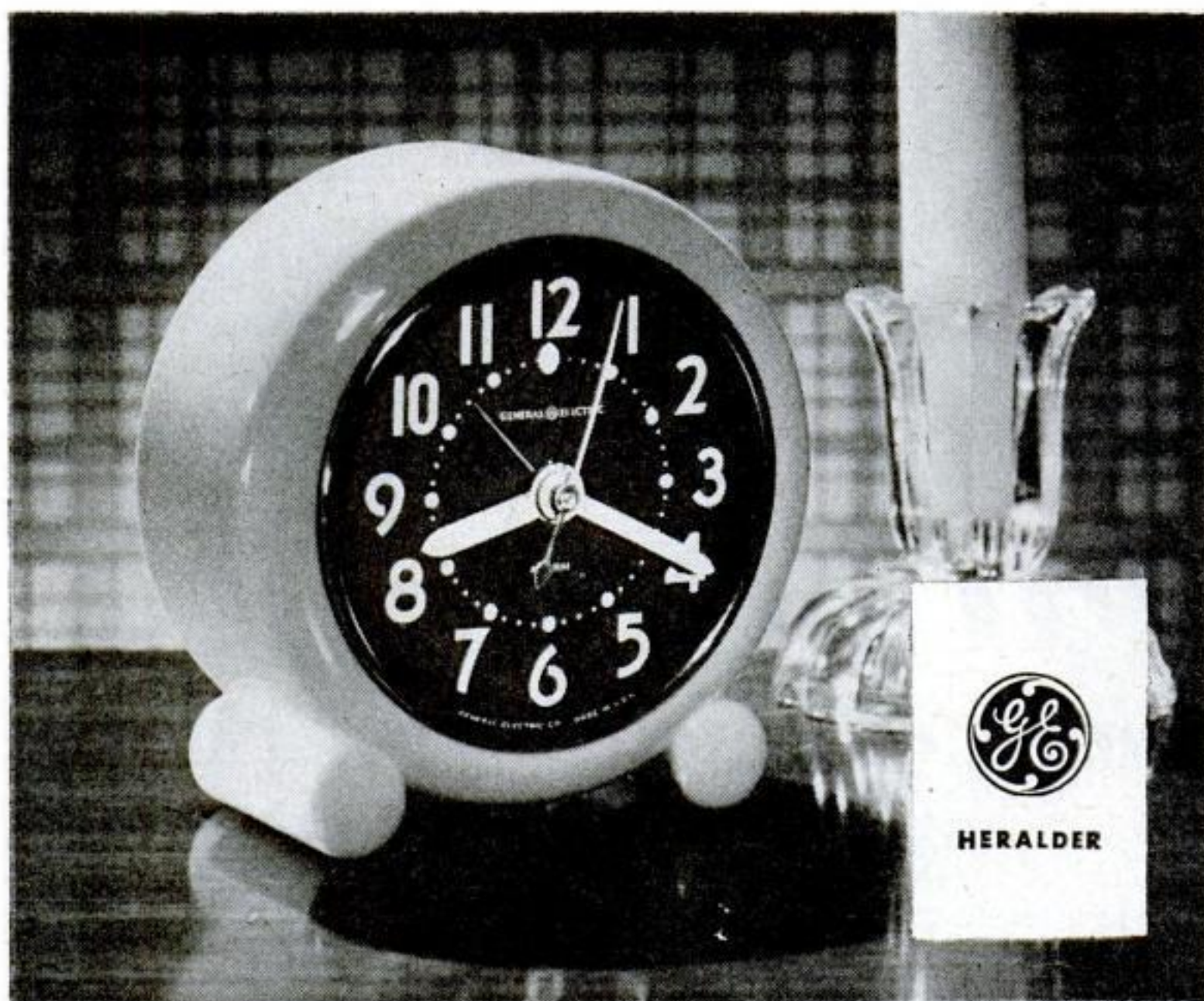
After half a century of being one of this country's best-loved comedians, Victor Moore at 71 can contemplate some highly satisfactory assets. These include a funny role in a new movie called *It Happened on Fifth Avenue*, a comfortable Beverly Hills home, a neat swimming pool, an attractive 25-year-old wife and an astonishing 2-month-old diving duck named George. An Easter present from Mrs. Moore, George has now become a showpiece. In a ridiculous bathing suit which Moore made from an old bobby sock, George, once timid about

the water (*above*), now takes a bold daily plunge in the pool. He likes to ride around, perched atop the paunch of his free-floating master (*below*), and earns his keep (mostly poultry mash) by regularly clearing the water of dead bugs and bees. For a penniless young duck of undistinguished ancestry, George has a bright future. He recently matriculated at an animal-acting school, which may make a movie actor out of him and certainly, Moore hopes, should housebreak him. After George graduates, Moore will let him carve out a career of his own.



AFTER A LONG, HARD SWIM IN THE POOL VICTOR MOORE RESTS EASILY IN THE WATER WHILE PET DUCK RESTS EASILY ON MOORE

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AND WHAT is Select-A-Larm?

Select-A-Larm is a new General Electric Alarm Clock feature controlling the alarm volume. Anyone owning the Herald can select *his own alarm volume* to be awakened by!



For Tom, Dick, and Harriet!

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You can set the Herald's Select-A-Larm feature at any of these three volume control points—or anywhere in between that you "select."

Accurate! Self-starting! No winding!

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Dependable—Precision motor is sealed in a *lifetime bath* of finest oil. General Electric Company, Bridgeport 2, Conn.

General Electric Clocks

The Clocks Most People Want Most

GENERAL  ELECTRIC

SPEAKING OF PICTURES

CONTINUED



AFTER PLUNGE GEORGE TRIES TO PULL OFF BATHING SUIT



SUIT COMES OFF ALL RIGHT BUT LEAVES FEATHERS MUSED



HOSING FIXES THIS BUT MAKES DUCK PULL IN HIS NECK

Ford's out Front with two great engines!

*From where I sit
the new Ford's great
A brand-new Six
and the famed V-8*

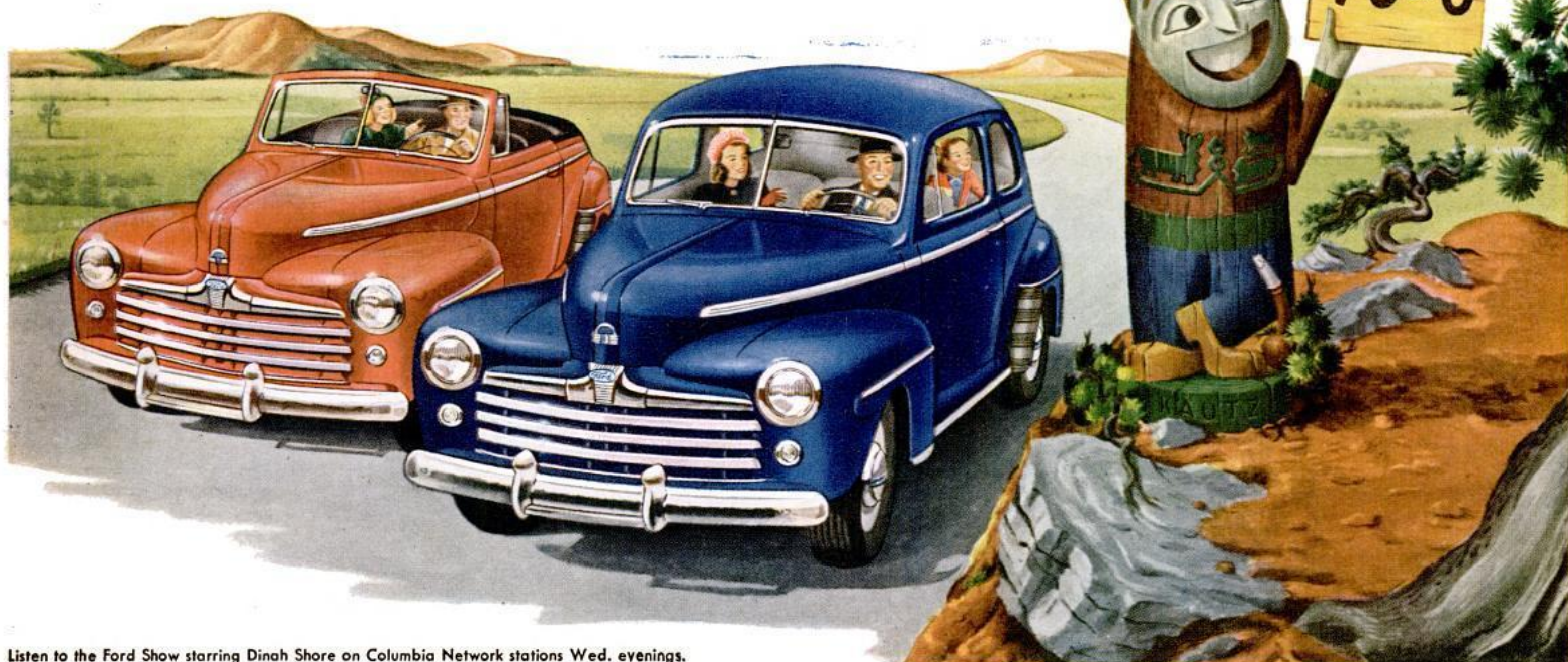
*But that's not all
as you can see.
Its long, low look
appeals to me!*

*Those "King size" brakes
stop on a dime!
They're smooth as silk,
you'll like 'em fine!*

*Yes, Ford's Out Front
in beauty, too!
Inside and out—
It's the car for you!*

There's a **Ford** in your future

V-8 or 6



Listen to the Ford Show starring Dinah Shore on Columbia Network stations Wed. evenings.

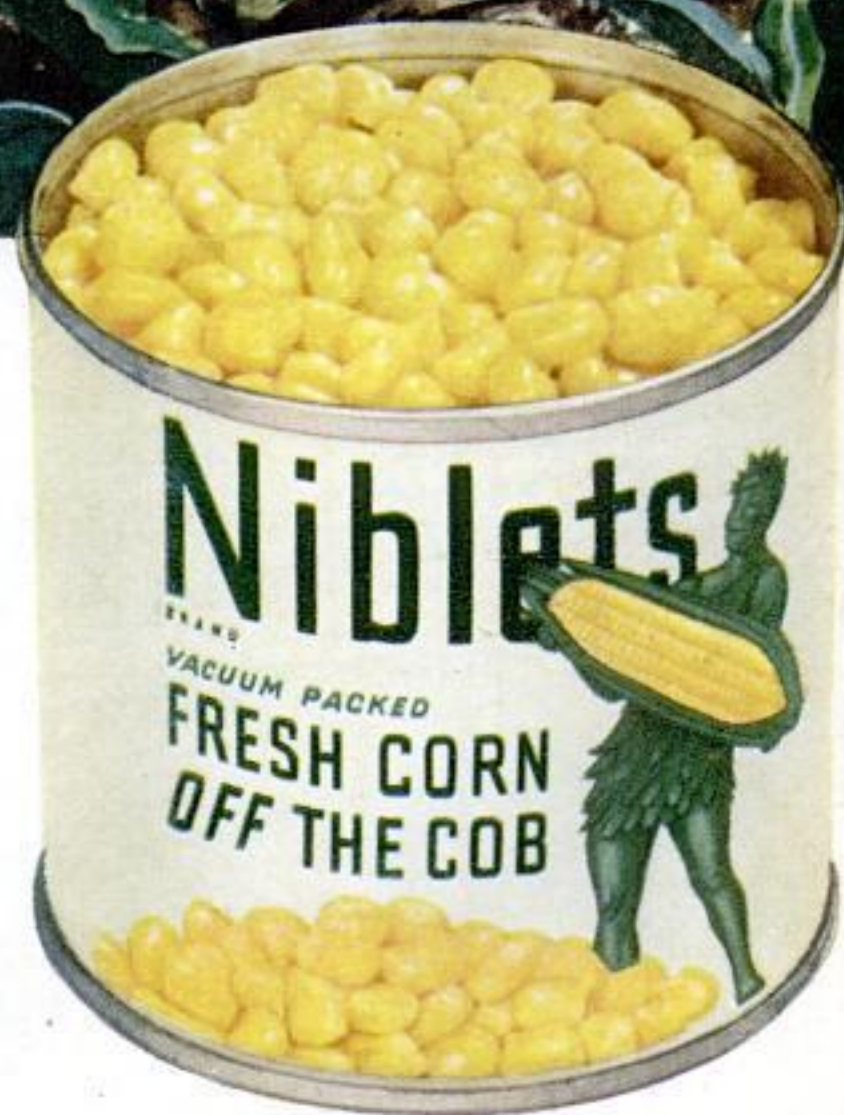
Growin' faster'n you are, Sonny...



And before you know it, Sonny, this field will be full of golden ears. Then, faster than you can say "Green Giant," we have to get those tender, delicate kernels (from an exclusive breed, D-138) into cans before their sweet young flavor can change. That's *picking and packing 'em at the fleeting moment of perfect flavor*. That's Niblets Brand whole kernel corn—at your grocer's the year round.

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Both are wonderful... both are lanolized to keep your skin soft and smooth... both are by Jantzen, makers of famous Jantzen swim suits. 3 oz. oil 49 cents... 3 oz. lotion 59 cents... also available in 6 oz. size. Get yours today!

TAN WITH
JAN



it's lanolized
it's marvelous
it's by Jantzen

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LIFE'S REPORTS



HEINRICH NAGEL and son receive extra food at company canteen.

RUHR MINER

He works hard, eats little, buys nothing
by WILL LANG

"*Glück auf!*" This is the greeting of one German coal miner to another, as common in the Ruhr as is "Hello!" in America. To the miners it means, "Good luck is coming up again!"

Heinrich Nagel is a coal miner with steel-gray eyes, a lean and aristocratic face and the look of a man who has seen better times. Nagel has been saying "*Glück auf!*" for 42 years, the period he has worked underground. He is now 58 years old and working almost as hard as the day he entered the mines at 16. Moreover he is now resigned to the grim thought that he will probably work in the pits until he dies, for times are hard indeed in his defeated country.

Heinrich Nagel is a proud German, however, and he has no regrets about his rough occupation. There are nearly 300,000 miners in the Ruhr population of 8 million and their work has always had the respect of countrymen who know that Germany's economy rests chiefly on coal. Nagel's father was a miner and worked in the pits until he died at 63. Two of Nagel's daughters married miner husbands. And only a few weeks ago Nagel took his one son and heir, also named Heinrich, to his

CONTINUED ON NEXT PAGE

Package of Smiles!

Removes surface stains from the teeth—even tobacco stains!

Dr. West's
Miracle
Tooth Paste



50¢

This brand-new dentifrice discovery combines special polishing and cleansing ingredients with remarkable powers. It's safe, pleasant-tasting, amazingly effective. Get your package of smiles today! At your druggist's.



*Drift into dreamland
... fragrantly lovely*

Tonight—sleep in glamorous loveliness, surrounded by enchanting fragrance which, tomorrow morning, will still cling enticingly to you, perfuming your entire body, the very bed itself. Just follow this Bathasweet

Beauty-Bath Ritual at bedtime: First—bathe in water made fragrant and soft as dew by Bathasweet Water Softener; it is far more cleansing than ordinary water, keeps you dainty longer. Second—use Bathasweet Soap in the same lovely fragrance. Then—apply Bathasweet Cologne to accent the loveliness that surrounds you. Finally—lend your entire body the smoothness of alabaster with Bathasweet Talc, in the same irresistible fragrance. You'll love the relaxing enjoyment of this Bathasweet Ritual, as well as its night-long glamorous effect. In the morning, the same ritual for day-long loveliness.

Bathasweet BEAUTY-BATH *Ritual*



3 fragrances: Spring Morning, Garden Bouquet, Forest Pine. Other Bathasweet Luxuries: Bubbling Bath Oil, Foam Bath, Pine Bath Oil, Shower Mitts.

1. Perfumed Water Softener (30 baths—\$1.25)
 2. Soap (box of 3, \$1.50)
 3. Cologne (\$1.50)
 4. Talc (Mitt \$1, Canister 50¢)
- All prices plus tax, except Soap



LIFE'S REPORTS CONTINUED

mine and started him to work at 14 as an apprentice.

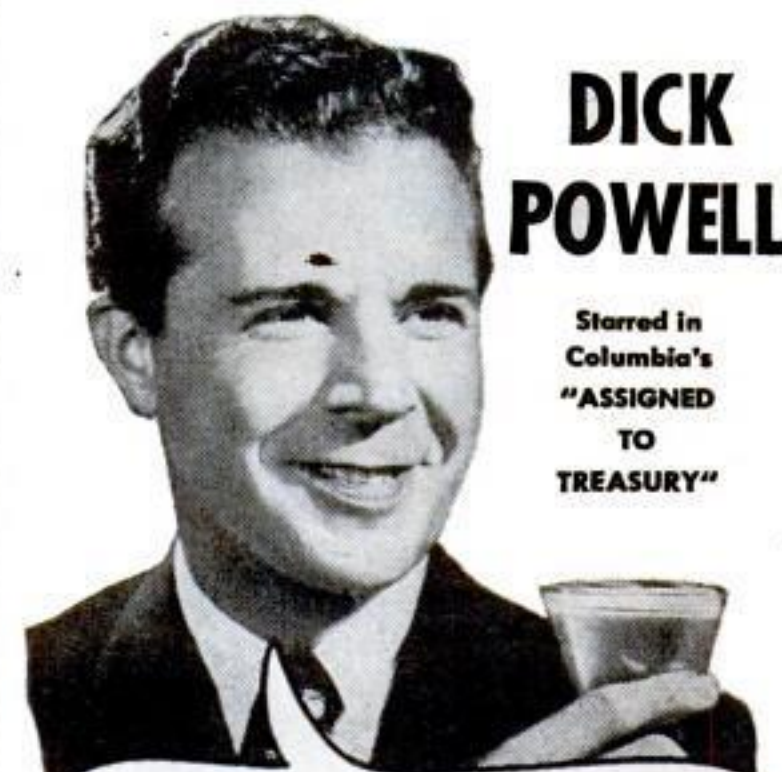
Most of Nagel's existence, as a matter of fact, has been spent in the half mile which separates the home where he was born from the mine where he works. This is the Krupp-owned mine known as Constantine the Great, an old but productive pit. All of Nagel's children were born in his home, within sight of the great Constantine whose smoking chimneys spew soot into the Nagels' daily lives. Crowded into the old former farmhouse with the miner and his wife are four of their five children, two of them with families. In addition the family of another miner shares the ground floor with the Nagels. Eighteen adults and children in all are jammed into the small seven-room house.

Since he is a realistic German, Heinrich Nagel knows that he and his family may live poorly but that because he is a miner they are better off than hundreds of thousands of other Germans in the Ruhr. Miners get additional food and clothing rations each month because they alone can dig out the precious coal. Nagel has become a member of a new privileged class, for without coal Germany cannot live.

The class distinction is a small one. Before the war Nagel was a strapping man and weighed 205 pounds. During the six years of war, when the Nazis demanded an increase in coal production, Nagel worked hard, so hard that he lost 11 pounds. In the two years since the surrender, however, he has lost 40 pounds. His 50-year-old wife Ilse lost 11 pounds during the war and 22 pounds in the last two years. Only their children gained and grew—because the parents deprived themselves of food—but the children today are shorter and skinnier than they should be.

The main reason for the losses in weight and the undersized children is the continued shortage of food in the densely populated Ruhr. The Allies have fixed the adult basic ration at 1,550 calories daily so that Germans will not live better than their impoverished victims in other countries. But for many weeks Ruhr Germans have not been getting even their 1,550 calories daily.

One typical week last month the Nagels received rations of only 900 calories apiece per day, consisting chiefly of corn meal, powdered pudding, thin



DICK POWELL

Starred in
Columbia's
"ASSIGNED
TO
TREASURY"

**I'M A TOMATO JUICE
FAN NOW THAT I'VE
TASTED A *WOW!***

Made with **FRENCH'S
WORCESTERSHIRE
SAUCE**

A **WOW** with the men—this tomato juice cocktail with the sparkling new taste! To a glassful of tomato juice add a little salt and pepper—a teaspoonful of French's famous Worcestershire Sauce. Mix well—serve very cold. Gives a rich, racy flavor you'll love!



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in one!



**For Father's Day—
Give Dad a G-E meter!
Good for movies and stills.**

GENERAL ELECTRIC

CONTINUED ON PAGE 20

"I guess I surprised
everybody!"



Even my best friends were surprised to find themselves being bridesmaids for me. (Me—the least-domestic soul in our crowd!) And they were further flabbergasted to find I'd been hoarding a hope chest, complete to the last lovely Cannon Percale Sheet!



2.

Peg, my matron of honor, turned downright green. "Percale!" she said. "That's starting off in style! Gals, *feel* these luscious things. Smooth, soft ... mmmm! Maybe for my millionth anniversary, I'll be able to afford dreamy percale sheets like these!"



3.

It was too good to keep. "Ladies, I have news," I said. "These, notice, are Cannon Percale Sheets—they cost only a little more than best-grade muslins. It didn't take much extra cash to make my *whole* supply of sheets Cannon Percales—good for *years* of luxurious sleeping!"



4.

Peg looked impressed. "Want more?" I grinned. "I might add that these Cannon Percales are so fine-woven they have 180 threads to the square inch—25% more than best-grade muslins! And so light weight, for easier bedmaking and laundering! Tips for you, Peg—and for the next-to-be-married gal who catches my bouquet!"



Cannon Percale Sheets

Cannon Towels • Stockings • Blankets ★ CANNON MILLS, INC., NEW YORK 13, N. Y.

P. S. Another real Cannon value: Cannon Muslin Sheets, woven of sturdy American cotton, well-constructed, long-wearing.



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LIFE'S REPORTS CONTINUED



NAGEL AND WIFE air entire wardrobe outside damaged house.

slices of cheese and sausage, a little sugar and margarine and marmalade, ersatz coffee and *Maisbrot*. *Maisbrot*, or corn bread, has become the postwar nightmare of the Germans. It tastes bad and causes stomach cramps in infants and elderly people. The weekly amount of *Maisbrot* has been increased to compensate for the potato starch missing from the German diet. Each of the family is entitled to 100 grams of meat each week, but this small amount is usually sausage. The meat situation is so bad that, to get more to eat for Easter, Nagel sent one of his older daughters 125 miles by train to Oldenburg where beef was available. The roundtrip fare cost a month's salary, but Nagel was determined to have an Easter dinner, however expensive.

The Nagels had no fresh vegetables for many months, but when the long, hard winter was over they planted their own garden with potatoes, cabbage, carrots, kohlrabi and spinach. Though they have to give up their vegetable ration coupons, and the smoke from Constantine the Great and other factories spoils half of the crop, the Nagels eat a little better because of the garden.

Heinrich Nagel and his son work a morning shift, from 6:00 a.m. to 2:00 p.m. They rise at 5:30, dress in the morning chill and walk the half mile to Constantine the Great, where they change into their work clothes. The younger Heinrich goes over to the flat conveyor belt where apprentices pick out rocks from the coal. The older Heinrich is packed into an elevator with a dozen other sleepy miners and dropped to the bottom of Shaft 6. There for eight hours he lives and breathes and works in the dark and dusty tunnels.

Because they are miners, the father and son receive food at the mine which is not deducted from their rations. Each man working below ground carries two sandwiches made of corn bread and cheese or sausage. When the shift is finished they wash in the company showers, then go to the company canteen for lunch.

How to give QUICK REST to tired eyes

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QUICK RELIEF from the discomfort of tired eyes. Murine's seven important ingredients are scientifically blended to cleanse and refresh overworked, tired eyes. Use Murine morning and night and whenever your eyes tell you to.

MURINE
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1. Help end diaper soiling and staining.
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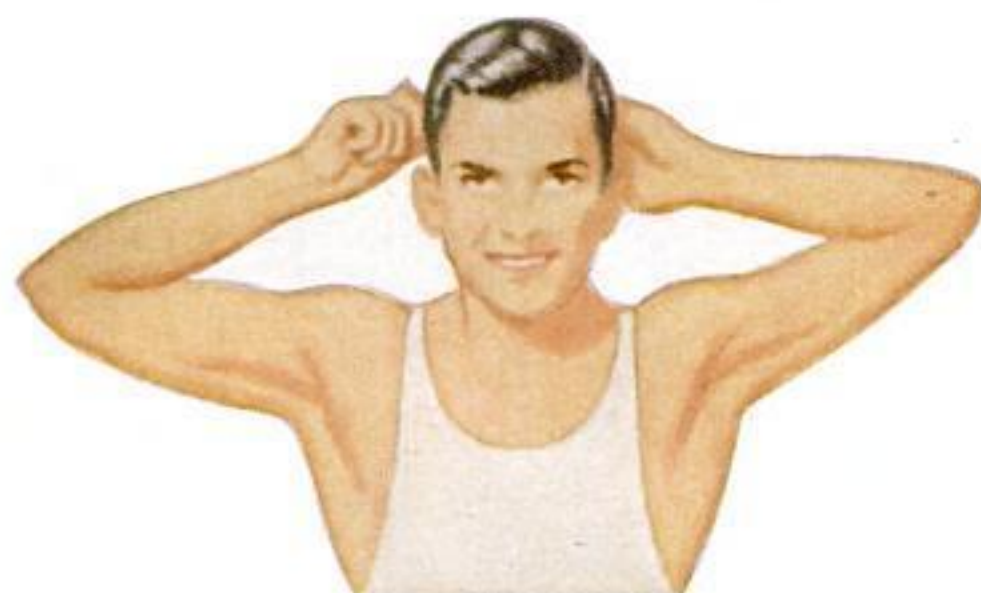
For handsome hair
come sun, wind, water...

the Vitalis "60-Second Workout"

What summer does to your hair shouldn't happen! Precious scalp oils are baked out by sun, dried out by wind, washed out by water. Add it up. You get dull, brittle, misbehaving hair. That is unless you...



1. Start with 50 seconds to massage Vitalis on your scalp. Feel that stimulating *tingle!* As you work Vitalis' pure vegetable oils on your scalp, you prevent dryness, rout loose dandruff, help check excessive falling hair. And you give natural scalp oils extra help in shielding your hair against sun, wind, water.



2. Finish with 10 seconds to comb. Great, the way that tingle *lingers!* And you wind up with hair that gets more glances than a bronzed lifeguard. Set to stay that way, too... lustrous-looking, handsome, *sunworthy!* Get Vitalis today.

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JUICY RED STRAWBERRIES—what a feast when you eat 'em on Nabisco Shredded Wheat with cream and sugar! For Nabisco Shredded Wheat is just wholesome whole wheat... with a flavor so natural, so honest it "goes" with everything! You'll never tire of this truly-good breakfast—as nourishing for you as a bowl of "cooked cereal" without the bother. It's your basic cereal—as indispensable as bread! Because you can enjoy it so many ways.

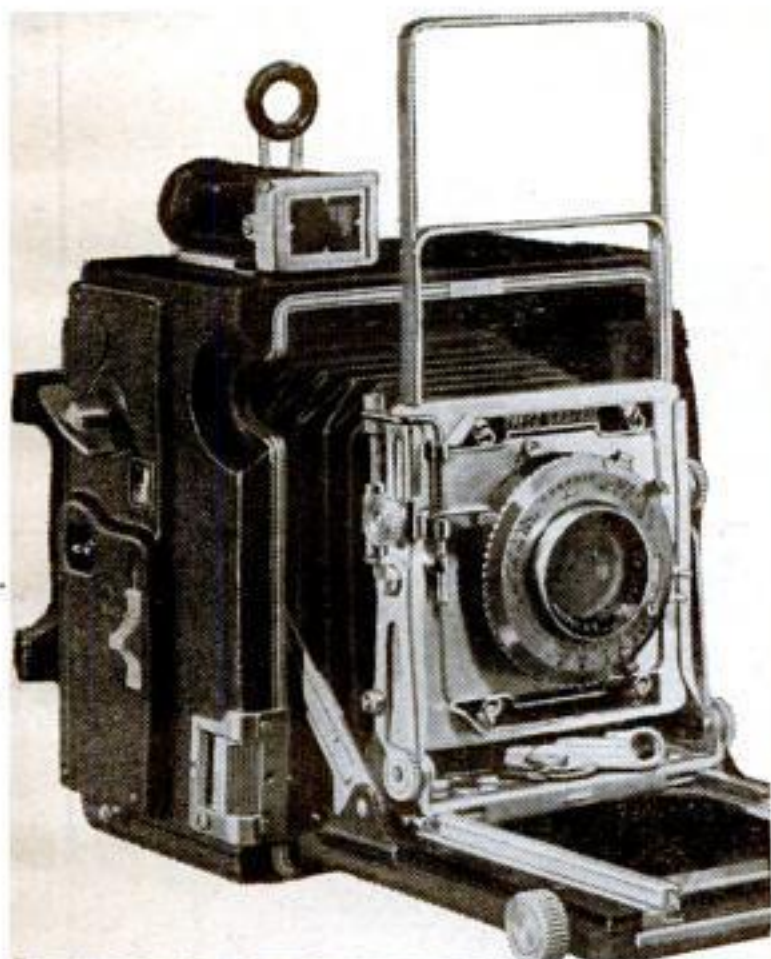
SUNNY SIDE UP! Sprinkle one tablespoon salted boiling water over Nabisco Shredded Wheat. Butter lightly. Top with a poached egg. There's a new breakfast to brighten your day! One of the many different ways you can serve Nabisco Shredded Wheat—the original Niagara Falls product.



Delicious, ready to serve...yet as nourishing as a hot cereal

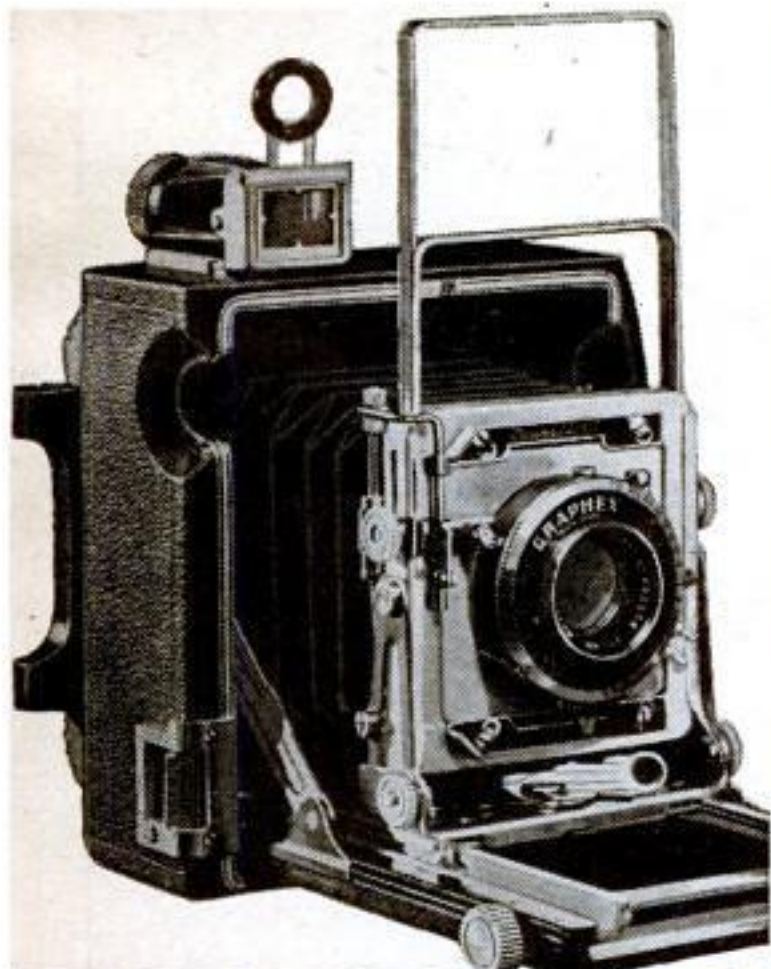
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SPEED GRAPHIC

— utilizing new war-proved materials, and embodying 23 new functional features, the all-new Speed GRAPHIC is greater than ever!



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— has all features of the Speed GRAPHIC except the added versatility of the new focal-plane shutter with built-in synchronization.

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LIFE'S REPORTS CONTINUED

This consists of a large bowl of soup made of barley or dehydrated vegetables and occasionally bits of shredded meat or dehydrated potatoes. The sandwiches and lunch cost each miner about 1/10 of his daily wages.

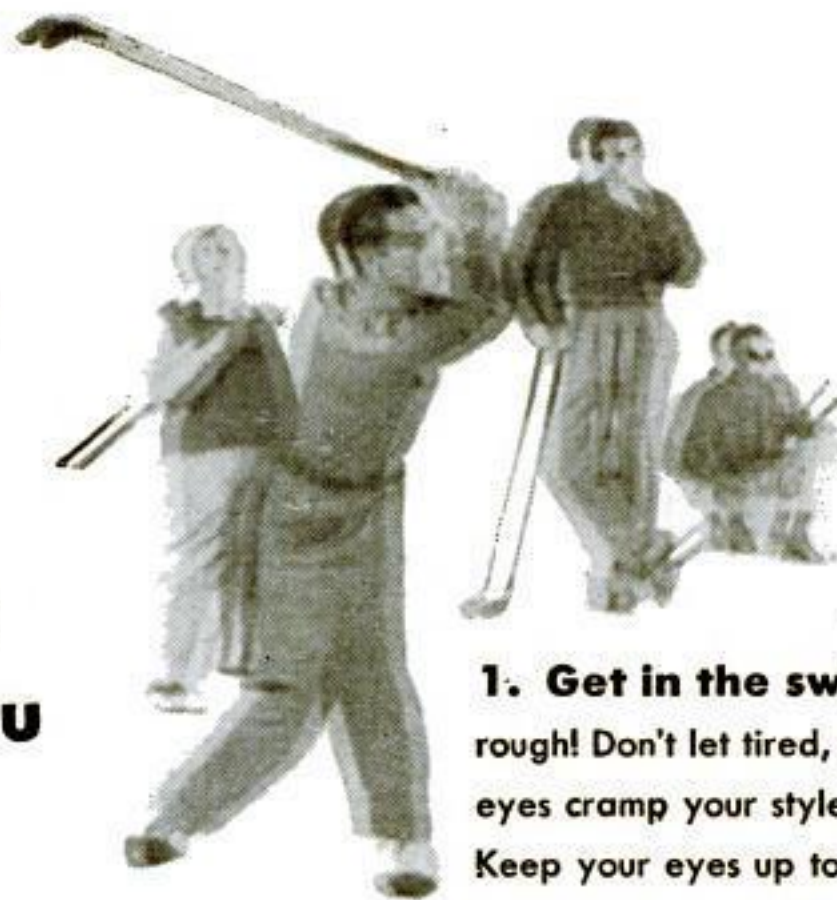
The family dinner at the Nagel home that night is often only soup. Corn bread is not usually served at dinner, for there is not enough. At the end of an average day, therefore, Nagel has eaten only two cheese sandwiches and two bowls of soup to replace the energy expended during eight hours of hard digging.

Heinrich Nagel has found no difficulty in living within his income, since there is practically nothing to buy. Again because he is a miner, he is allowed to purchase a supplementary food and clothing ration each month with points given him for work below ground. He can earn about 100 supplementary ration points each month if he does not miss a day's work. With 41 of these points he can buy each month the extra food and stimulants to which a miner is entitled: two pounds of German bacon, a half pound of sugar, one pound of imported coffee, two bottles of schnapps, 100 loosely packed German cigarettes. With his remaining points he can buy such nonfood items as textiles and household articles when they are available. Usually they are not. Heinrich Nagel's present wardrobe, other than work clothes, consists of two suits and a felt hat. His wife owns two light dresses, a cheap cotton suit and a cloth coat besides the rags she wears around the house. Their youngest child, Hildegard, has but one dress.

Nagel cannot even spend his earnings to get his old home repaired. During the war a land mine exploded nearby, shattering windows and causing the house to sag dangerously. German workmen, however, would repair the damage only if they were promised food in payment. "That," says Nagel, "I could not spare." He managed to get some wooden pit props from Constantine the Great, and with these he bolstered the sagging rear of the house.

Despite his hard lot Heinrich Nagel is not bitter. He considers himself quite lucky, as a matter of fact. Most Ruhr miners live in company houses, nice houses, for which the miners must pay rents to their companies. Nagel inherited his

when
your
eyes
won't
let you



1. Get in the swing—stay out of the rough! Don't let tired, glare-strained eyes cramp your style at work or play. Keep your eyes up to par, and they'll help you follow through. Have your eyes examined regularly!

follow through



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That whisper almost broke Jane's heart...

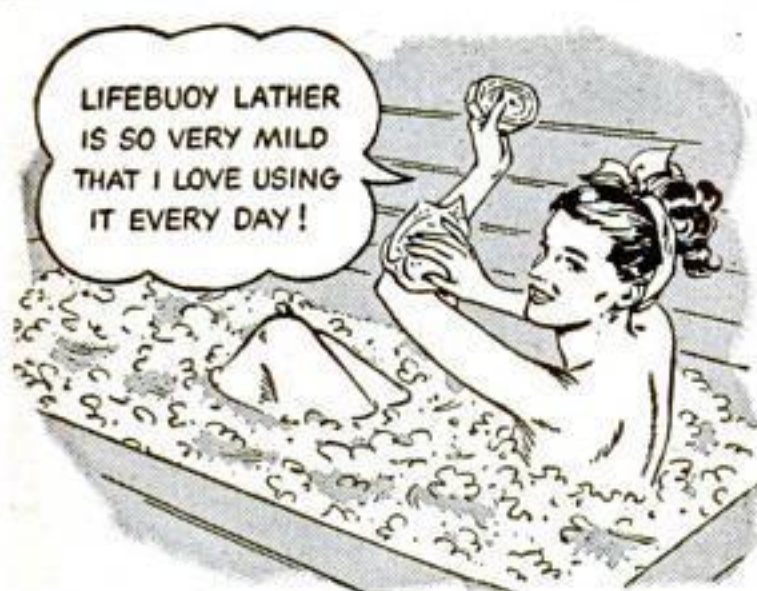


"I'll never be able to face them again"
— she sobbed

"I was busy typing, when out of the corner of my eye I saw Jim and Dick looking my way. Then I heard Dick whisper, 'What a pity Jane has "B.O." — she could be so popular!' He didn't think I could hear him, but I did!"



"I ran to the locker room and sobbed my story to Ann. She tried to comfort me — said 'B.O.' could happen to anyone. She suggested Lifebuoy."



"On the way home I got some Lifebuoy! Now I enjoy my daily Lifebuoy bath so much, because I know it gives me all-over protection."



"It wasn't long before things began to happen to me — nice things like dates and parties. Now Dick says I'm the most popular girl he knows."



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LEVER BROTHERS COMPANY

HOW TO STEP UP PROTECTION AGAINST "B.O." (body odor)

Tests prove that Lifebuoy not only stops "B.O." but that you can build increasingly better protection against "B.O." by bathing with Lifebuoy every day. Try it. Bathe with Lifebuoy for just seven days. See how fresh and clean your skin feels. When you know that a daily Lifebuoy bath stops "B.O." faster, gives you longer-lasting protection, you won't ever miss your "BATH A DAY THE LIFEBUOY WAY!"

LIFE'S REPORTS CONTINUED

old house from his father, however, and it is still intact. He considers himself fortunate to have a whole, if damaged, house.

Nagel lost no close relatives in the war. His only son Heinrich was too young to be drafted, and two of his three sons-in-law in the Wehrmacht are now safe. One, Erich Mattwich, returned from service in Finland and resumed work in the nearby Lothringen mine. Erich, with Nagel's daughter Hedwig and their two children, lives in the upstairs rooms. Another son-in-law is still a prisoner in France and working in a mine there. The third is not really a son-in-law at all; he was drafted before he could marry one of Nagel's daughters, was wounded in Russia and has not been heard from since. The family still hopes fervently that he is alive and a prisoner. Meanwhile the missing man's fiancée and their illegitimate child also live upstairs. "The child is all right," says Frau Nagel. "The man would have married my daughter if he had not been called into the army." As proof of near-legitimacy the boy was given his grandfather's name, Heinrich.

Heinrich Nagel also feels lucky that his home was not cold during the past, terrible winter. Miners always have had the privilege of buying five tons of coal annually from their company, and this custom was continued after the war, even while the rest of Germany was freezing. Nagel is hardheaded enough to realize that times are bad for everyone and philosopher enough to realize that conditions cannot be corrected overnight. "Well, the whole world is impoverished, sacked and plundered by this war," he says. "Just look at what has been destroyed and the vast areas of land that haven't been cultivated yet. It is going to take a long time to fix up the whole world. The whole world must learn to say *Glück auf!*"



AFTER WORK Nagel plays with his daughter's 8-month-old baby.



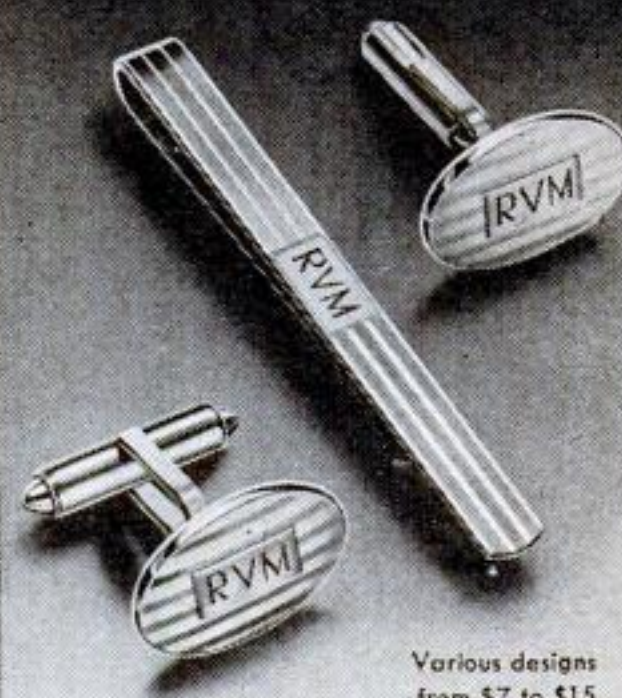
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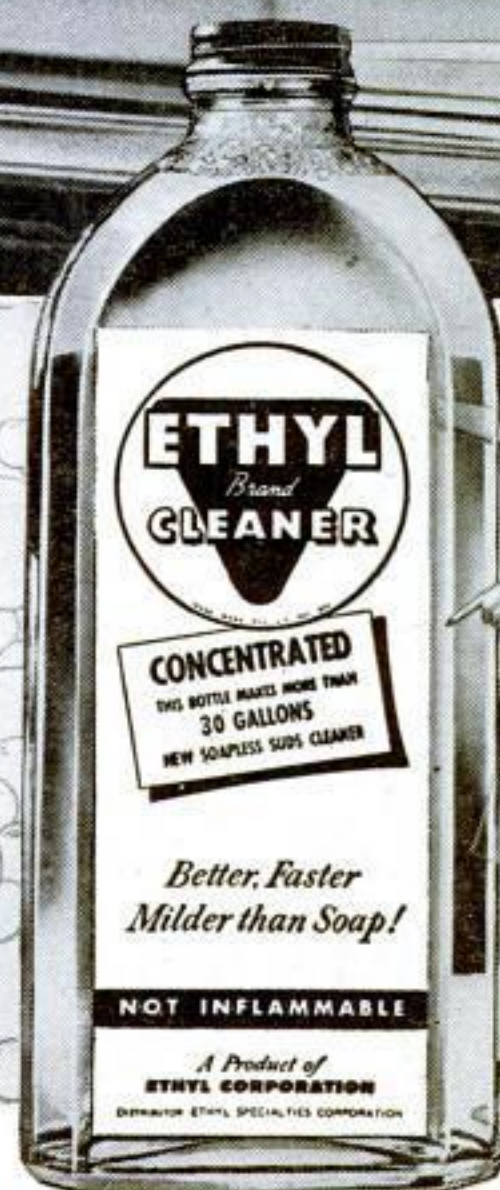
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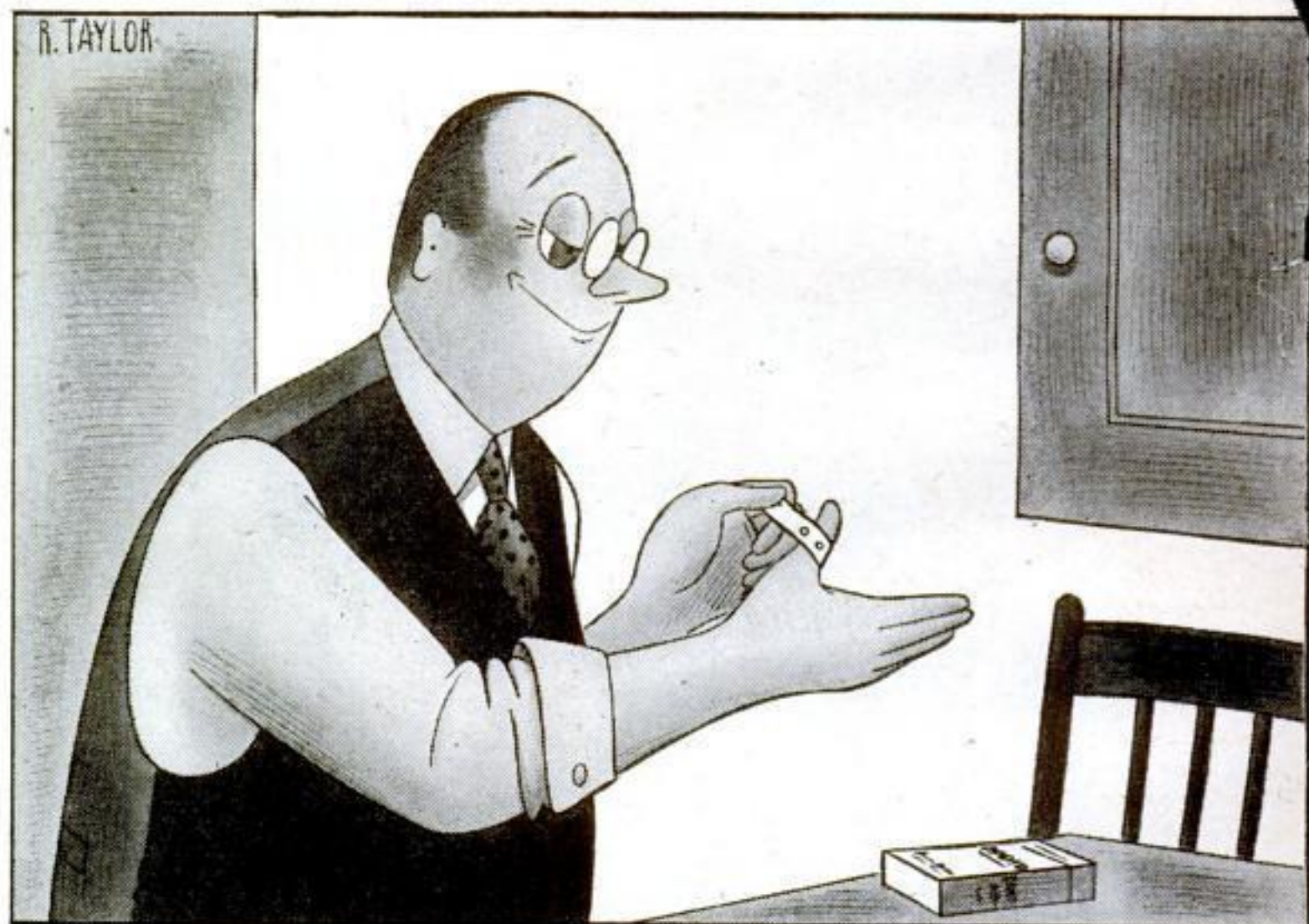
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LIFE'S COVER

Ricky Soma, the 18-year-old girl shown on the cover and on pages 127 and 128 is the youngest dancer in the Ballet Theatre troupe. A promising ballerina, Ricky expects to give up dancing in a few years to become an actress. She was backstage when Photographer Philippe Halsman saw her. Impressed by her unusual beauty, Halsman asked her to pose for him, made a portrait which shows Ricky as a modern Mona Lisa. "She has an enigmatic serenity and an enigmatic smile," says Halsman. But like the people who have gazed at the original Mona Lisa for centuries, he still does not know what she was smiling at.

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"There's one thing I'll say for Fran—"

The truth is, Mrs. Charles Nulton of Rochester, New York, said a lot of things (nice things!) about her hostess.

The other guests began it.

"She's wonderful!" "Her home is lovely...such intangible charm..."

That's where Mrs. Nulton interrupted. And here, quoted from her letter to us, is exactly what she said:

"Charm, yes, darlings...but not at all 'intangible.' Just feel these sheets, for instance...Pequots, of course!"

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"The thing about Fran, I pointed out, is that she has fastidious taste and good sense, too. I'm a long-time Pequot user myself, and you may quote me any time, that for luxury-on-a-budget, Pequots simply can't be beat!"

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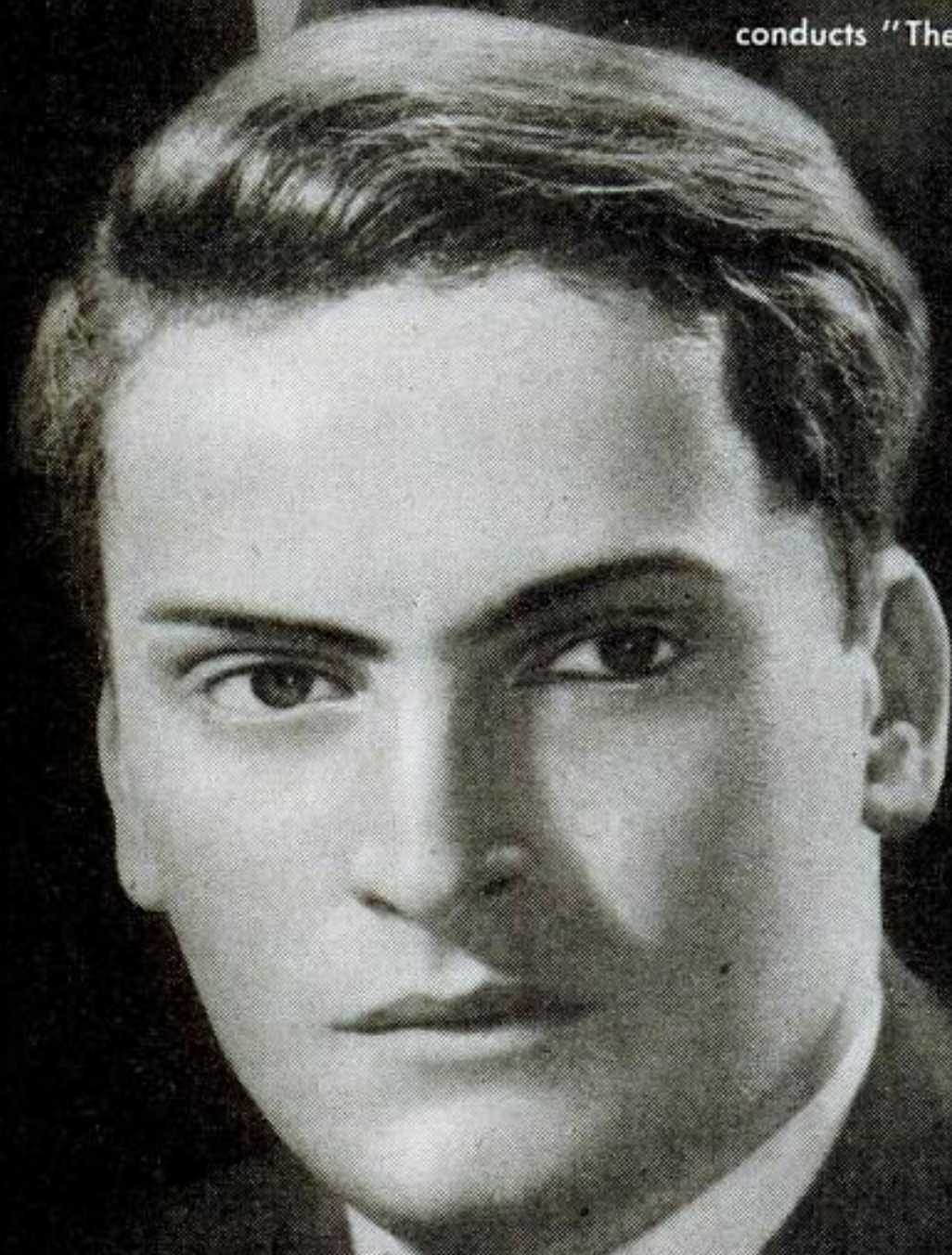


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Bernstein ... The critics were reporting the triumphant première of Marc Blitzstein's *Airborne Symphony*, an epic of human flight. They hailed the score as "masterly" and "inspired"... and Leonard Bernstein's direction as "impossible to overpraise." And now you can hear it! Bernstein conducts the New York City Symphony Orchestra; Robert Shaw is narrator and choral director; Charles Holland and Walter Scheff are vocal soloists. M/DM-1117, \$8.00.

Menuhin ... Béla Bartók's violin concerto, written in 1941, has been classed with the greatest works of our time. And Yehudi Menuhin plays it magnificently! As *The New York Times* says, "the violinists are scarce who can bring such a grasp, technical and interpretive, to such a composition." In this recording, Menuhin fully discloses its folk-like charm, its humanity and passionate beauty. With the Dallas Symphony Orchestra, conducted by Antal Dorati. RCA Victor Album M/DM-1120, \$5.85.

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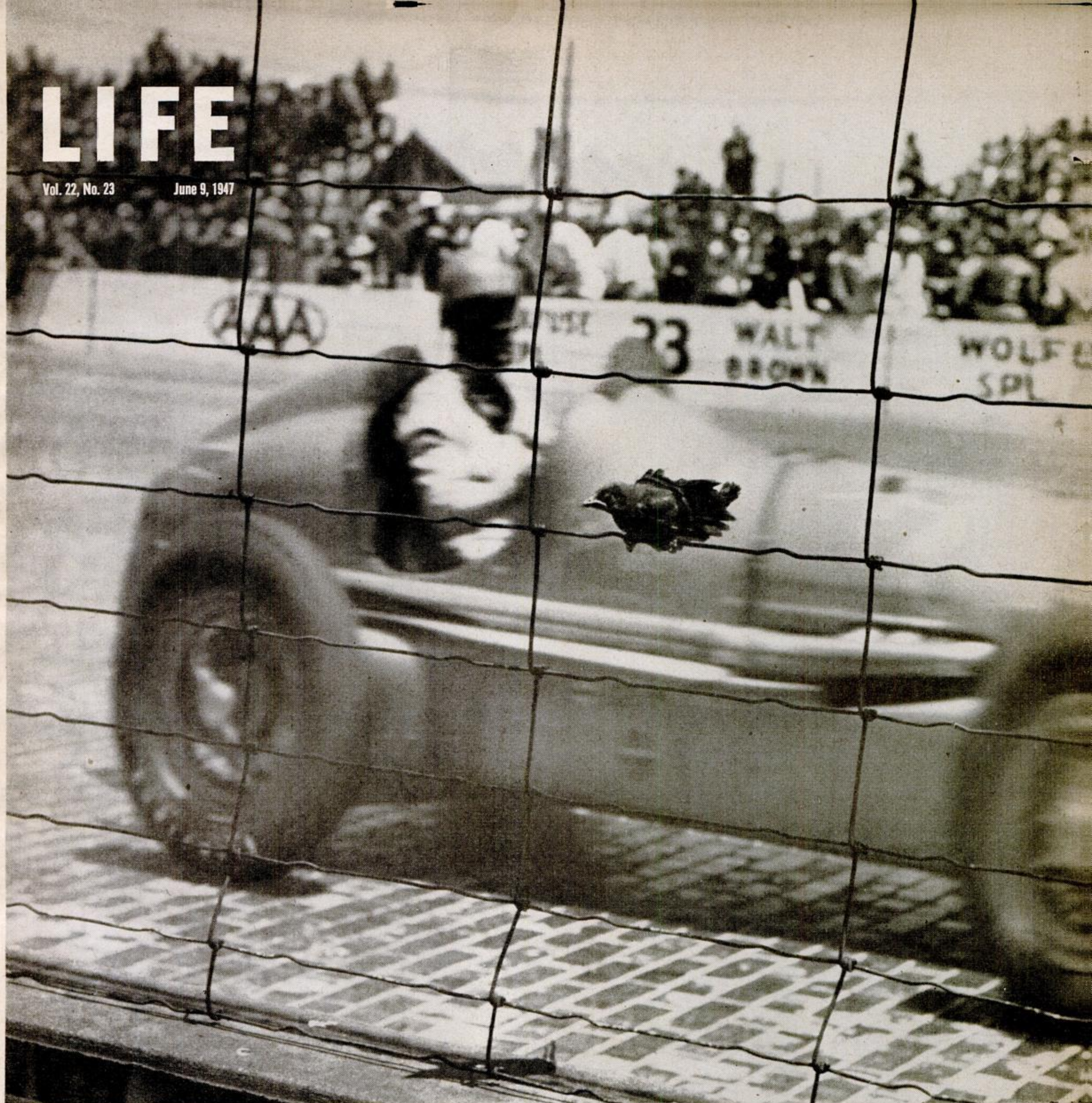
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ON A FENCE SEPARATING THE SPEEDING AUTOMOBILES FROM SPECTATORS, A STARTLED STARLING TURNS ITS BACK ON THE NOISE OF THE INDIANAPOLIS RACE

130,000 SEE INDIANAPOLIS AUTO RACE

On the morning of Memorial Day in Indianapolis 130,000 people were watching the 31st running of the nation's biggest auto race. A young starling, caught unawares at the edge of the track in front of the main grandstand, hopped about in dismay as 30 noisy racing machines, sometimes traveling at a speed of more than 140 mph, passed within inches of it. Then it flew to a safer perch on the wire guardrail fence, where for hours it turned its back on the drivers and stared at the holiday crowd with a look of

combined anger and curiosity (above). What it saw was a vast group of Midwesterners of high and low estate brought together by a native appreciation of speed, a morbid fascination with danger and a vague sense of identification with the oil stains and exhaust fumes of the automobile.

As can be seen from the pictures by LIFE Photographer Leonard McCombe on the following pages, some of the spectators had slept all night in or on their own automobiles, lined up for miles to charge

through the gates when they were opened at 5 a.m. Some of them were lulled by the spectacle, which is essentially four hours of repetitious monotony, and fell asleep again during the race. Few of them, spread around the 2½-mile oval, saw the high moment of danger when one driver, "Shorty" Cantlon, was killed or the climax of the race when Mauri Rose won and received his prize (pp. 34-35). But many of them, feeling it only their duty in the automobile age, will be back on next Memorial Day.



OLD HANDS at watching the race finish a platform of portable scaffolding they brought along. They also had five

cases of beer, cards for stud-poker game. Tentlike object at the right was erected as toilet by trio of women visitors.



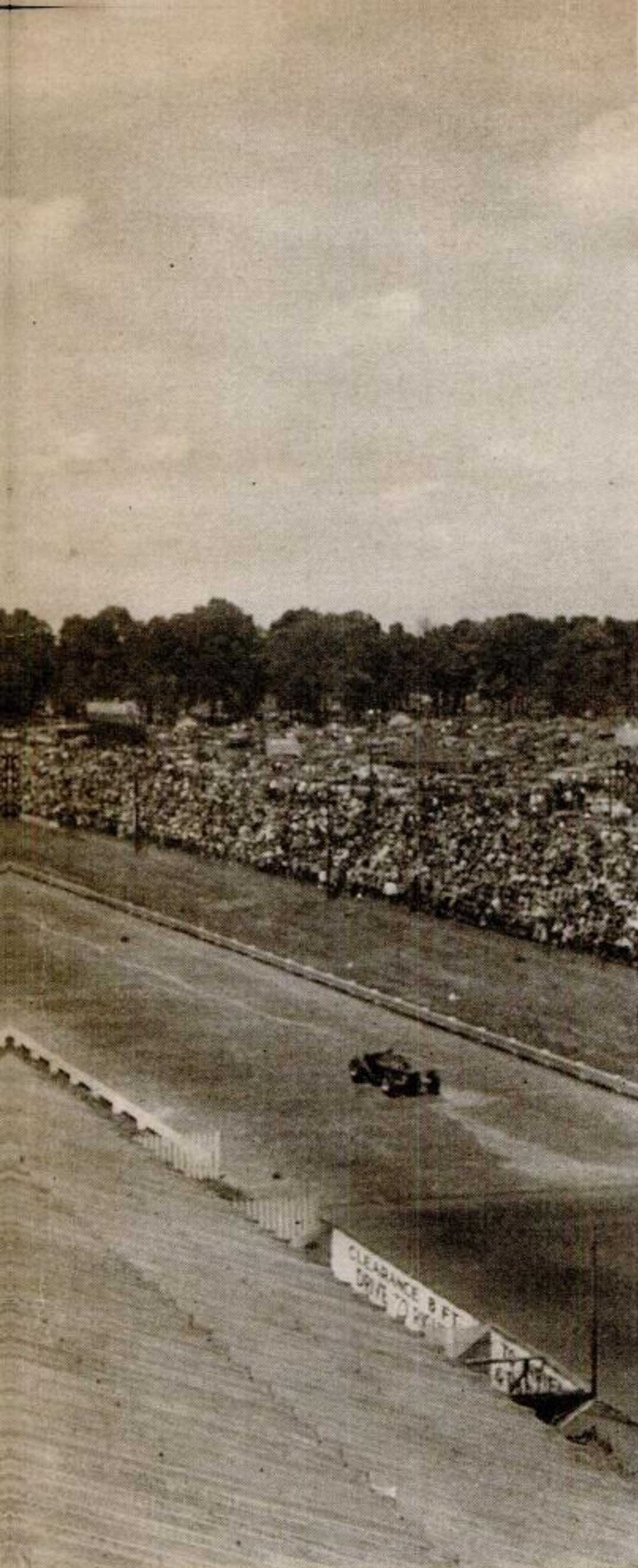
HOMESTRETCH of brick-paved track is viewed from press box as five racing cars roar toward dangerous south



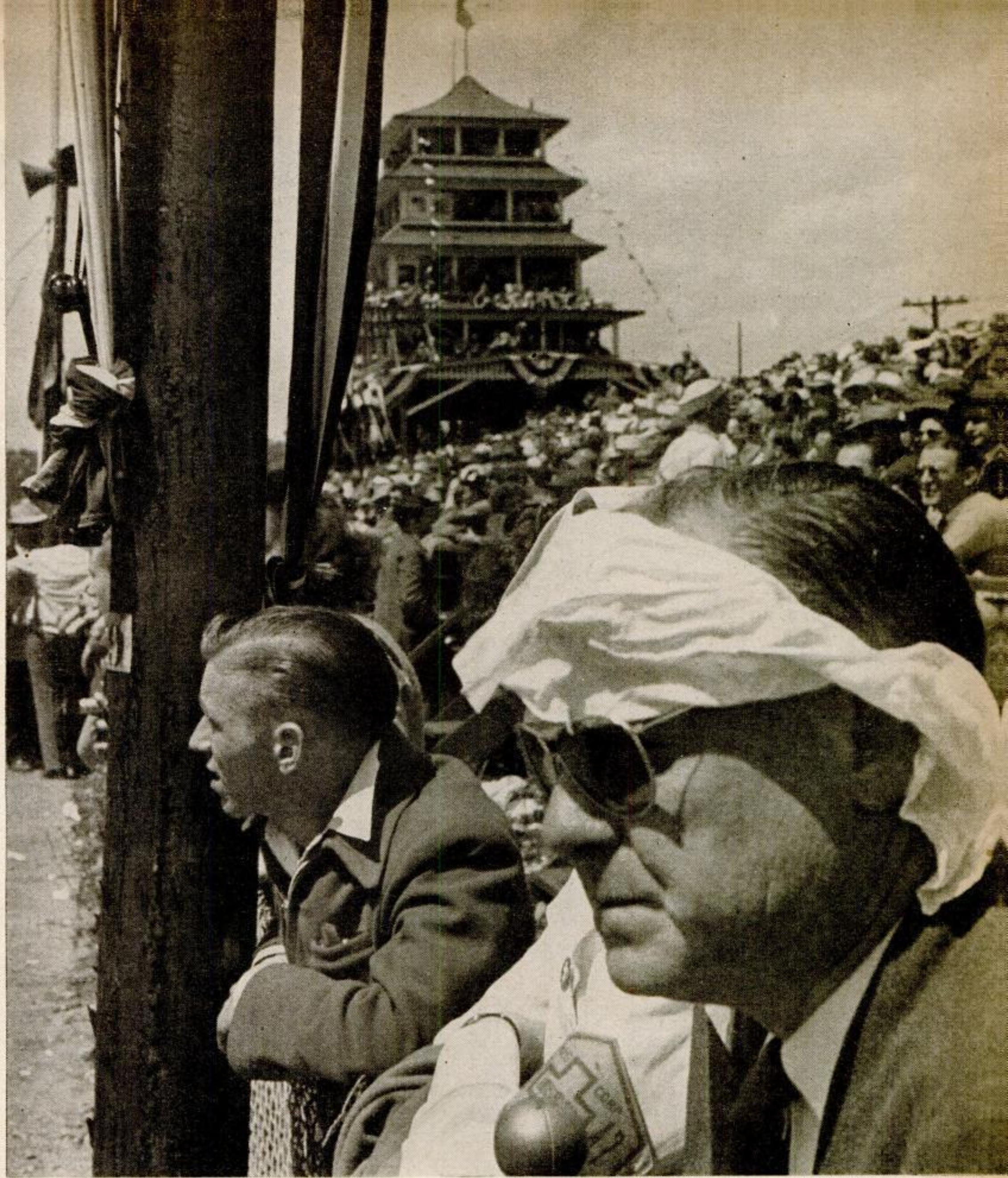
SLEEPING ON CAR in which they drove from Illinois are two ex-soldiers who parked right waiting for the gates to open, then decided to take a nap until race got under way.



SLEEPING WOMAN is caught by Photographer McCombe's camera in midst of crowd watching race from infield stands behind the repair pits. Seats in this section cost \$12 each.



turn. Man in foreground is a scorer counting laps. Trees are at edge of golf course which occupies part of infield.

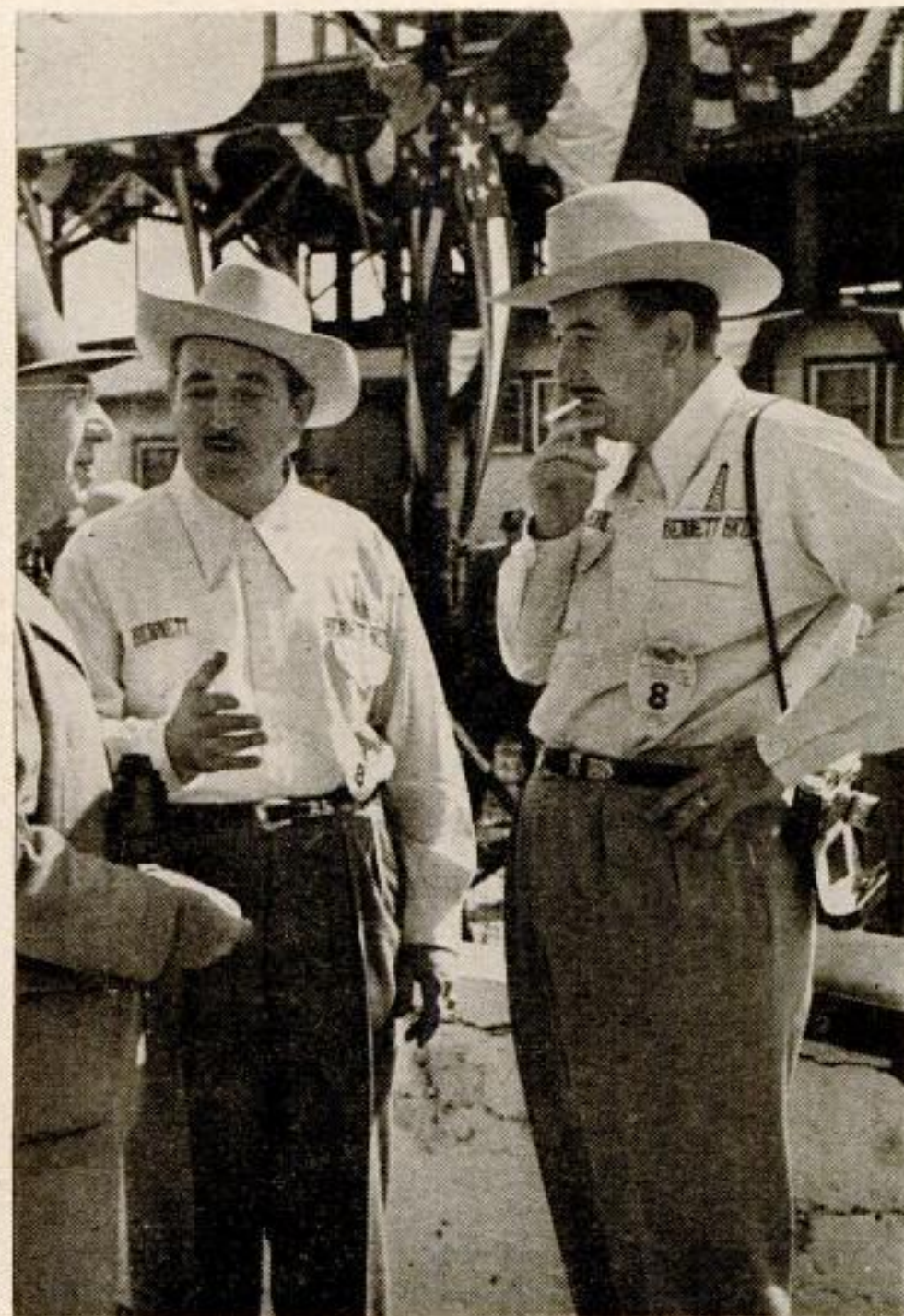


NEAR STARTING LINE a crowd of infield spectators watches the race. Pagoda at rear gives good view of track to

officials, radio announcers and newsmen. Standee in foreground is using handkerchief as shield against the hot sun.



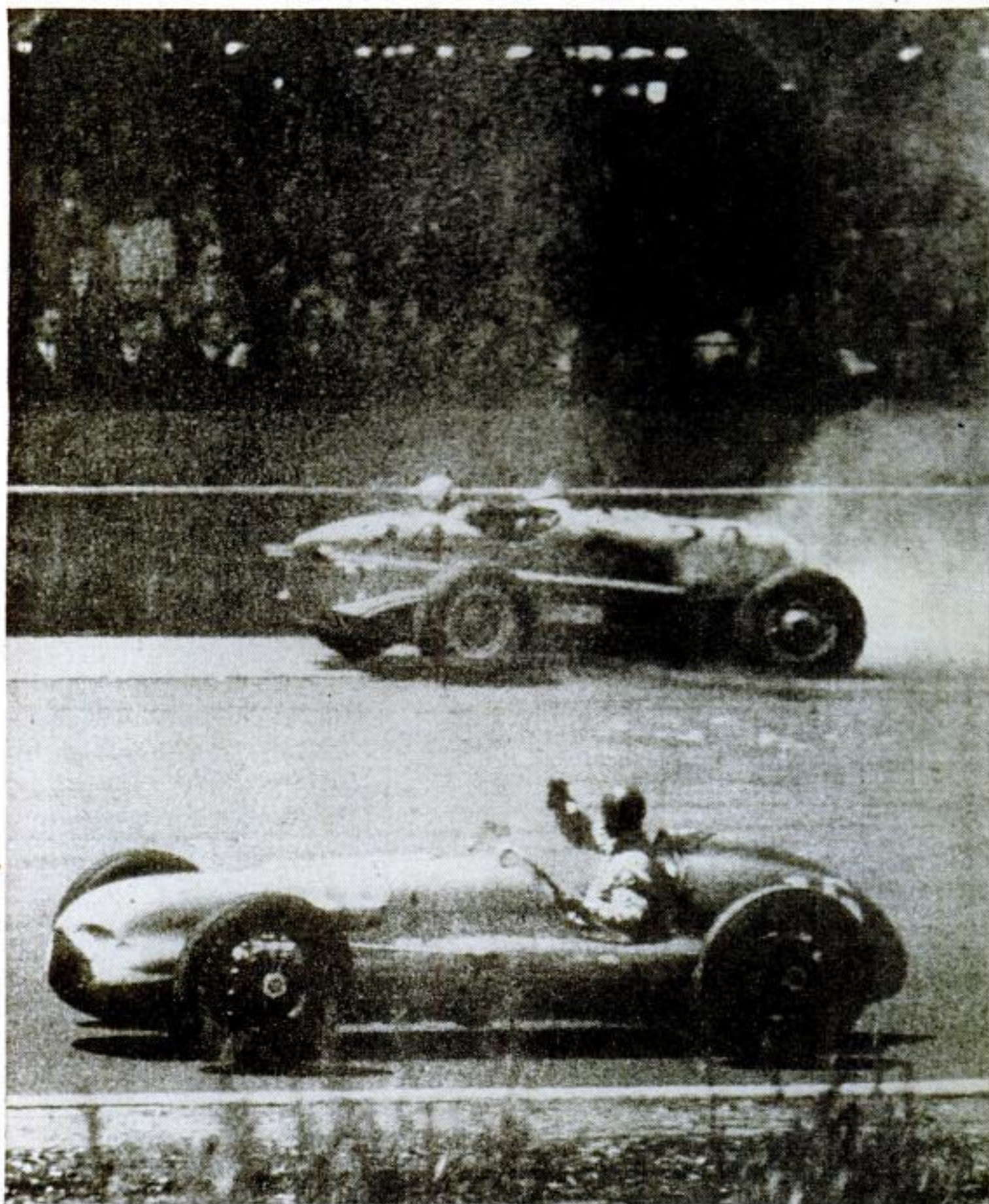
RACING BINOCULARS are used by one hard-bitten fan to improve view of what is happening on distant track.



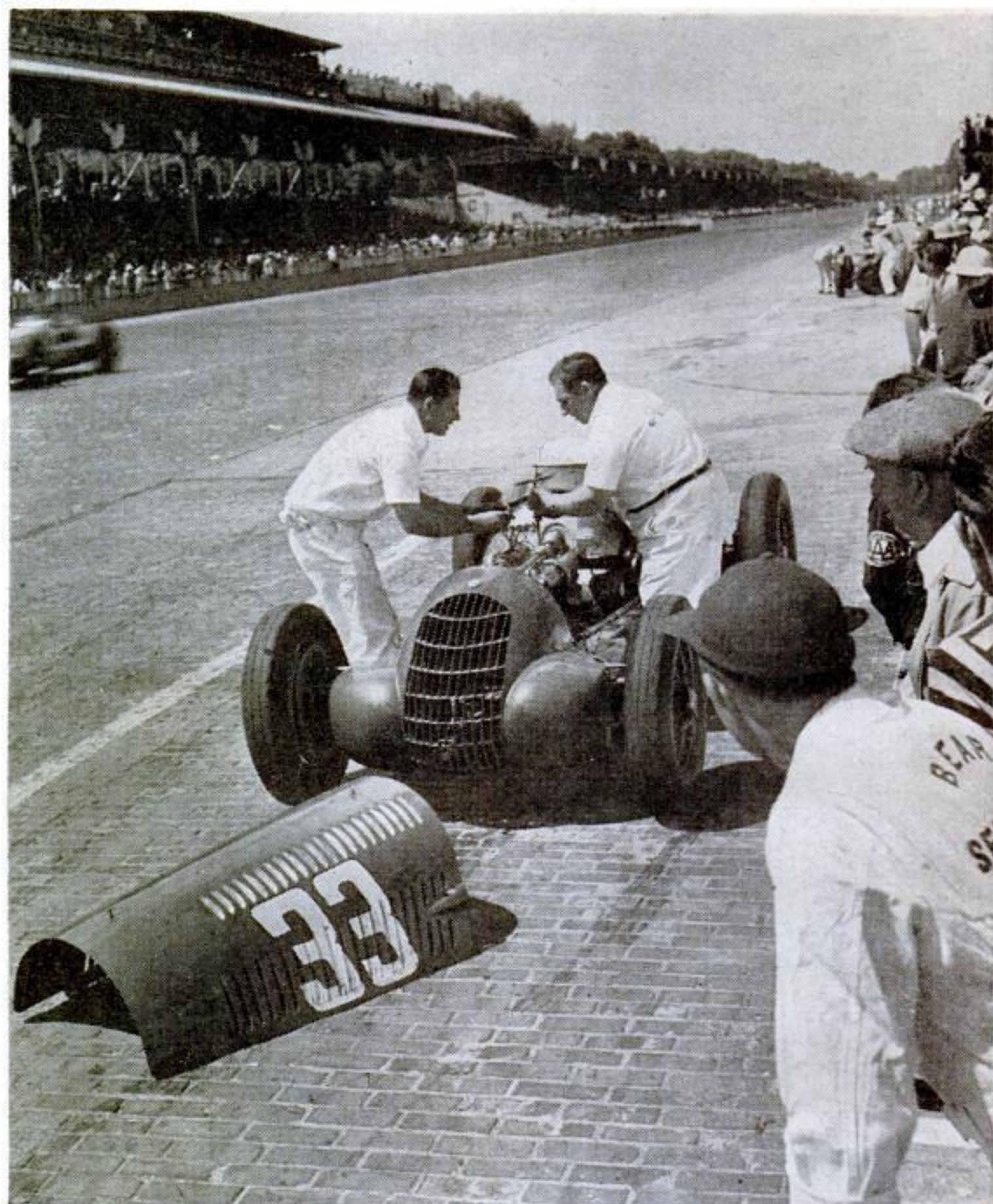
OWNERS of third car past the finish line, Texas Oilmen Gene (right) and Leo Bennett, discuss progress of the race.



CONTENTED SPECTATOR puffs cigar beneath big, broad-brimmed hat he had the foresight to bring to track.



DEATH OF A DRIVER is shown in this picture of "Shorty" Cantlon, 43, crashing into wall on south turn. Bill Holland (foreground) shields his face against flying parts.



EMERGENCY REPAIRS are quickly made by mechanics, who jumped from pits to change a spark plug in car 33, which Walt Brown of New York drove to seventh place.

THE RACE BRINGS \$11,200 AND KISS TO MAURI ROSE, DEATH TO SHORTY CANTLON

To different people the Indianapolis race means different things. To the owners of the Speedway, now headed by ex-Driver Wilbur Shaw, it means an annual gate of more than a half million dollars in return for an outlay of \$75,000 in prize money. To the manufacturers of the expensive racing cars it is a chance to advertise parts and accessories which can be used in standard automobiles. Lou Moore, a California race-car manufacturer who built the first two

cars across the line last week, found it a highly successful gamble which brought \$56,000 in prize money and invaluable prestige in prompt return on a \$61,000 investment.

To the drivers it is all a matter of luck. The race brought sudden death to unlucky "Shorty" Cantlon (above, left). To lucky Mauri Rose it brought quick fame, \$11,200 in prizes and the final accolade of a kiss by an eager movie actress (opposite page).



ELIMINATED DRIVER, George Connor, gets oil and gas wiped from pants after broken gas line stopped him.



PIT CREW holds up blackboard advising Driver Fred ("Aggie") Agabashian that he is starting on his 58th lap.



SPILLED OIL is quickly wiped from the track by a pit crewman to prevent possible skidding by the next driver.



ACTRESS CAROLE LANDIS WARMLY BUSSES
THE FIRST MAN TO PASS THE FINISH LINE

HOW DO WE GET HOUSED?

THE INDUSTRY AND THE GOVERNMENT AREN'T MUCH HELP. WE'D BETTER HELP OURSELVES

The big news is that throughout most of the nation the housing shortage is over. That is, there are plenty of new houses to buy if you can pay the price, which is a lot more than the houses are worth. Since we are not *all* suckers, throughout most of the nation the building boom is also over. In greater New York, for instance, 25,000 workers in the building trades are out of work. In the nation at large 13% fewer houses were started this March than in March a year ago. Of the million houses for which materials are now available not more than 800,000 will be built this year. The building industry has priced itself out of its market again.

Unfortunately to report another failure for the building industry is *not* strictly news. Its sins go back at least a generation. But it is news that public attitudes toward house-buying have changed. Irritated by the scarcity of adequate shelter at adequate prices, people have become highly critical not only of the kind of deal the building industry is presently offering them, but also of the way the whole housing show is now run. They are looking for some way—public, private, either or both—that will get them housed.

The Deal

The quality of a people's housing is of course a measure of their civilization. Over most of the earth's surface housing is on a man-to-house basis. According to his isotherm, the incipient householder simply assembles an appropriate amount of straw, mud, poles or ice cubes. Such procedure, however, has long since ceased to be either operable or acceptable in most of Western Europe and North America. In the U.S. the practice is for the home-seeker to get on a bus and take a long ride out to the suburbs. There he finds several hundred crowded and almost identical ready-made houses scattered about an ex-cornfield. They consist of living-dining room, kitchen, bath and two or three bedrooms. If they are offered for sale by Levitt & Sons of Manhasset, L.I., a washing machine is thrown in. If they are some of Kaiser-Burns's 2,500 units in California, they include a garage. If they are the product of Byrne Organization Inc. outside Baltimore, the bonus is steel-frame construction and radiant heating. These builders, incidentally, are not by any means typical of the thousands of inefficient little operators scattered all over the nation. They are among the few cited by ARCHITECTURAL FORUM as doing the biggest and best jobs in the country. Their price: \$6,400 to \$8,650 per home. Terms: \$50 to \$60 a month (including taxes); 20 to 25 years to pay.

For a former GI, the Veterans Administration may put up the down payment. From a non-GI the bank may ask, but not always insist upon, a down payment of 10%. Everybody in the deal seems to be sitting pretty. The builder gets his money right now. His profit may not be the contractor's conventional 25%, but there is absolutely no evidence that Messrs. Levitt, Kaiser, Byrne *et al.* are starving to death. In general practice the bank's loan at 4½% is insured by FHA, and in case of default the property can be swapped for nontaxable 2¾% government debentures. (As Charles Abrams states in his re-

cent and exhaustive *The Future of Housing*: "The government function in housing is conceived to be to underwrite private losses and insure private profits.")

The purchaser is acquiring shelter for about the same monthly expenditure per room as he would have to spend in some quasi-public urban apartment development like, say, Metropolitan Life's lower Manhattan communities (of which there are not nearly enough; nor, for that matter, are there nearly enough rental houses). But the house-owner must in addition pay for maintenance and heat. Even so, he is quite a lucky fellow. He is not so lucky as the minute group who can build mansions and to whom cost is not so important as comfort. But he is a lot luckier than that half of the population which cannot afford any product of the building industry at all, and can only rent it with about 50% government assistance, in the few localities where such public housing is available.

The Sad Old Story

But still the man who builds the house and the relatively lucky man who buys the house are both putting out too much money. Just to begin with, according to an estimate by the Federated American Engineering Societies, the inefficiency of the building industry runs costs up 53%. The main causes are familiar, but for the benefit of those who may not know the sad old story, here they are:

1) Labor is still overpriced and underproductive. If labor were employed on an annual basis the cost to the consumer could be reduced 30% without affecting the laborer's annual income. (For examples of soldiering see pages 102 and 103.)

2) The producers of cement, hardware and other materials, the only industrialized group in the building business, are still just as monopolistic and noncompetitive as they ever were. Building materials are at present costing an average of 86% over 1939. They were too high then.

3) There seems to have been little if any improvement since the days when Secretary of Commerce Herbert Hoover discovered that manufacturers were keeping open stock on 139 sizes of paint brushes and 19,238 sizes of valves and pipe fittings. Because of traditional lack of standardization, a conventional five-room house requires 30,000 separate construction items.

Under these conditions not many Blandings' are going to build many dream houses. What's to be done?

The conservative program for achieving adequate, low-cost private housing is a strictly Fabian solution. We are asked to wait until housing costs tumble with the next depression (God forbid) or until demand slackens as the population upcurve levels (by which time many of us will be dead).

The government, of course, has a say about housing. The improvisations and experiments of the New Deal have already committed the government to a \$15 billion interest in housing (including 60% of all home mortgages). The Senate Banking Committee has just reported out (by one vote) the Wagner-Ellender-Taft National Housing Commission Bill. Its best ef-

fect would be to authorize the federal government to spend \$7.5 billion to assist localities in clearing slums and erecting 500,000 subsidized-rental dwelling units for lowest-income citizens. The 20th Century Fund calculates that not 500,000 but more than six million new dwelling units are needed for this group. So the bill is only a starter even in the direction of public housing.

Meantime how about those who might pay for their own housing if it could be bought at somewhere near reasonable prices?

Call a Meeting

In FORTUNE this month it is proposed that U.S. industry undertake voluntary price cuts to bring about a "15% to 20% reduction in the U.S. internal price level. . . . Our primary job . . . is to carry the Industrial Revolution forward at home." But it is impossible to ask the scattered building industry for a 15% to 20% cut in nationwide building costs. The building industry is small and local, not nationwide. So why shouldn't the solution to low-priced private building be local?

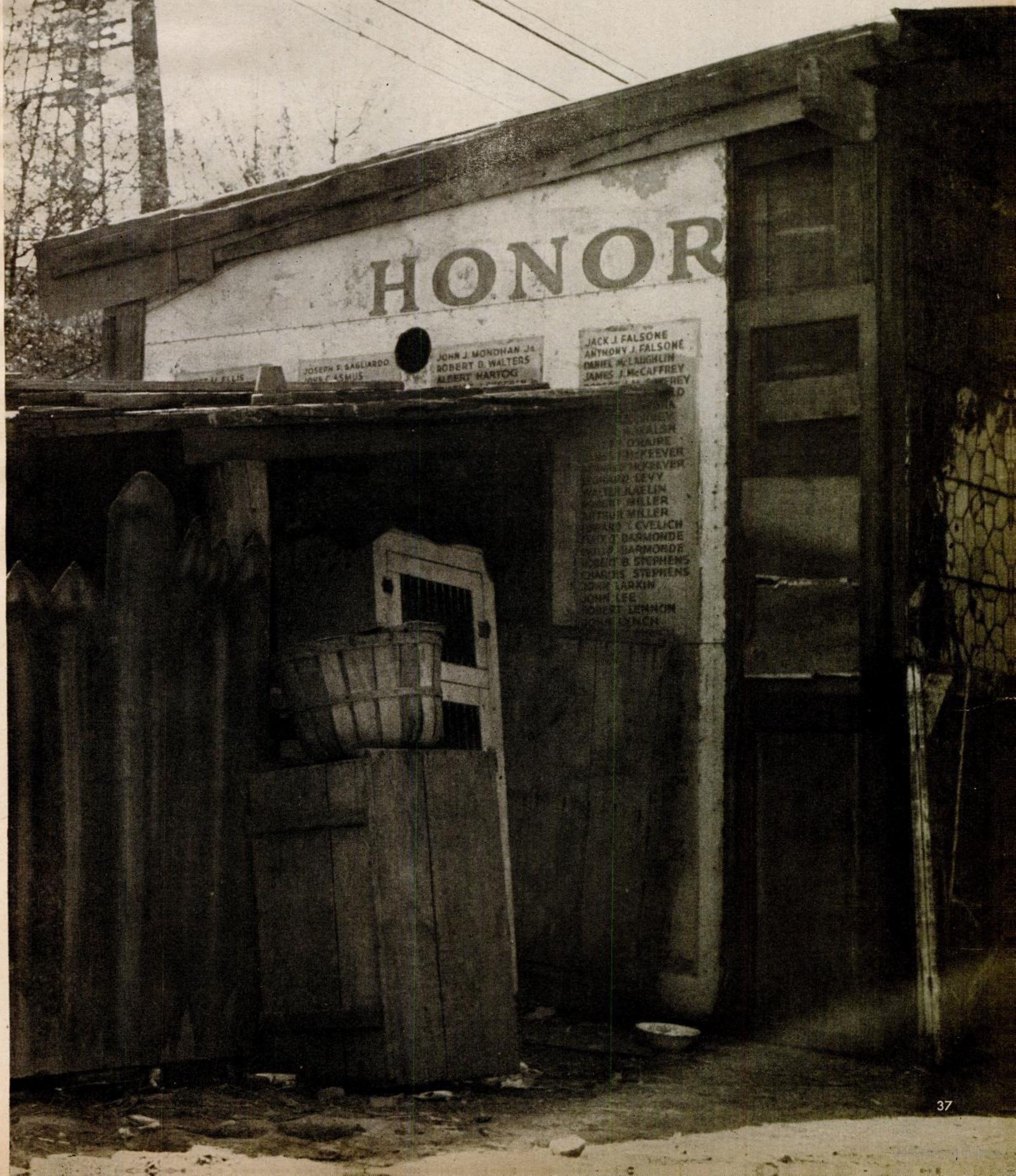
A case in point occurred last week. Cardinal Spellman of New York had an order for \$25 million worth of construction. A lot of that money had come from all over the country for the Al Smith hospital. He got together everybody from every side of the building industry he could find and told them that he was ready to shoot the works if they agreed "to render a dollar's worth of service for a dollar fairly paid." A thousand representatives of the metropolitan building and construction trades agreed. No more stagnating jurisdictional strikes, incomplete crews or shirking, pledged the workers' representatives. Higher production records, pledged the contractors. The cardinal is going ahead.

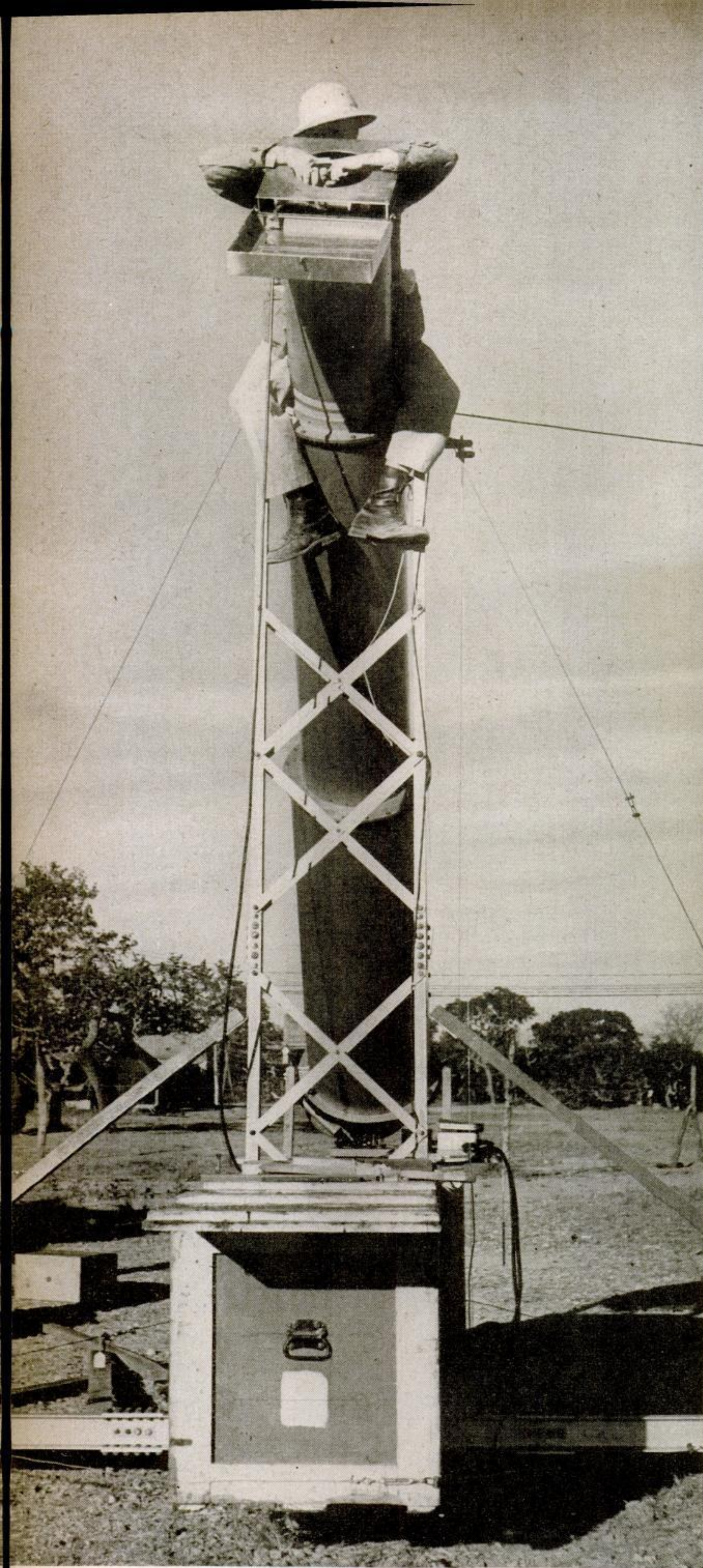
The New York solution admittedly does not cover all the ills of the building industry. But it does go to show that strong community leadership can get a few chips to flying. After all, building in the U.S. has always been a community concern. In the days of barn-raising neighbors teamed their time and talent and, forgoing the profit of their labors for a day, saw to it that everybody got a barn—including themselves. Nearly every American town has bankers, a real-estate board, a building council, a chamber of commerce. Why don't their leaders call a meeting, pool their thinking, iron out all the wrinkles they can in their own local housing problem and get something done? That's the way a hundred other community aspirations are fulfilled. There's nothing to lose. There's a better community to live in to be gained.

PICTURE OF THE WEEK: ➔

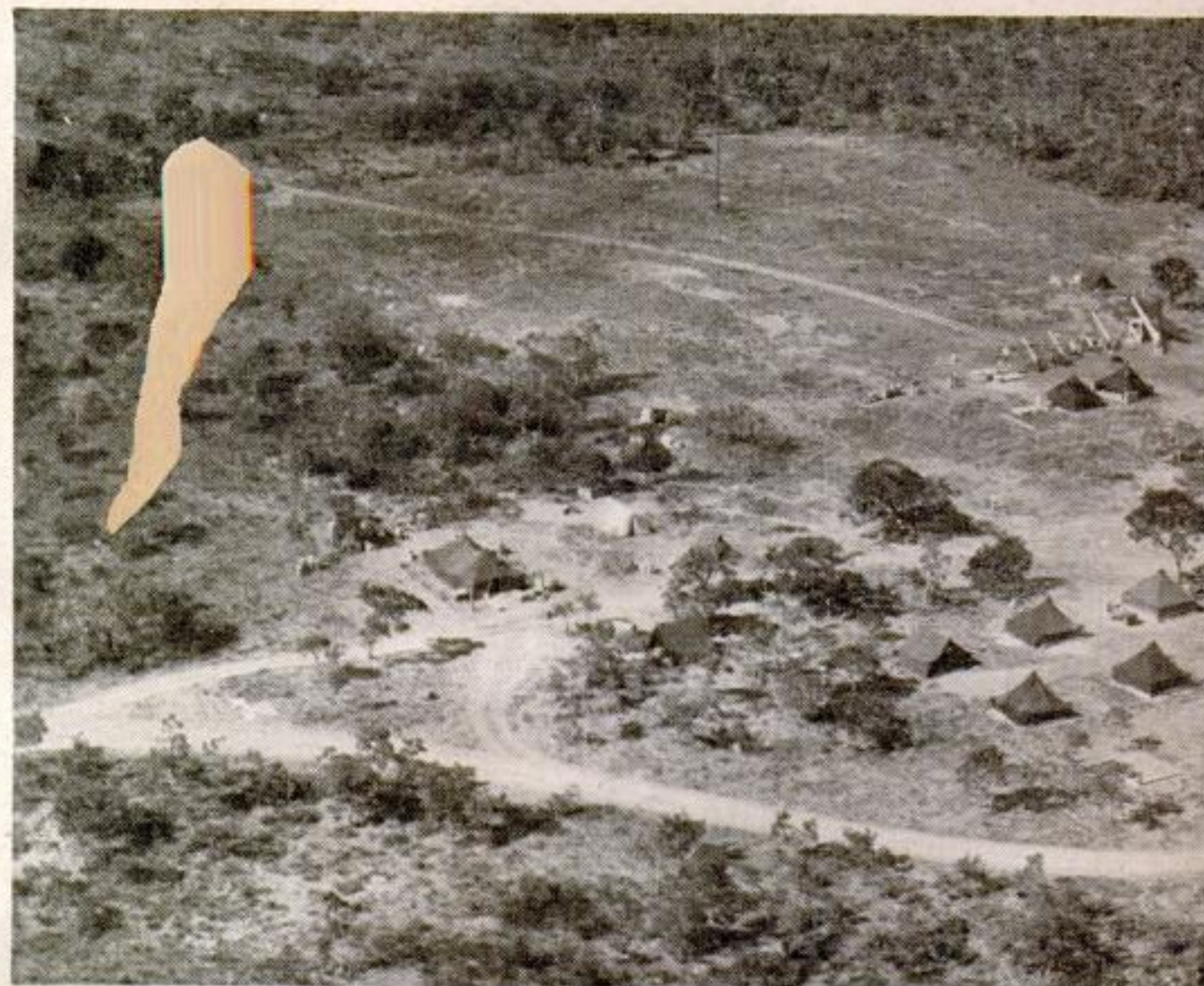
In a vacant lot in New York's Jackson Heights during the war stood an honor roll listing the names of neighborhood boys who were away fighting. But when the war was over, the honor roll was neglected. Built of a synthetic material, it began to rot. Kids found that rocks would go through it almost as well as through a greenhouse. So the honor roll was taken down. Last week, on Memorial Day, the place where it had stood was a used-car lot. The honor roll itself had become one wall of a shack belonging to a New York junk dealer (*opposite*).

AN HONOR ROLL OF WORLD WAR II NOW SERVES
AS WALL FOR NEW YORK JUNK DEALER'S SHACK





GETTING READY for the eclipse, Leo W. Scott of the National Bureau of Standards adjusts apparatus by shinnying up the tube of a telescope which later made photographs of sun's corona.

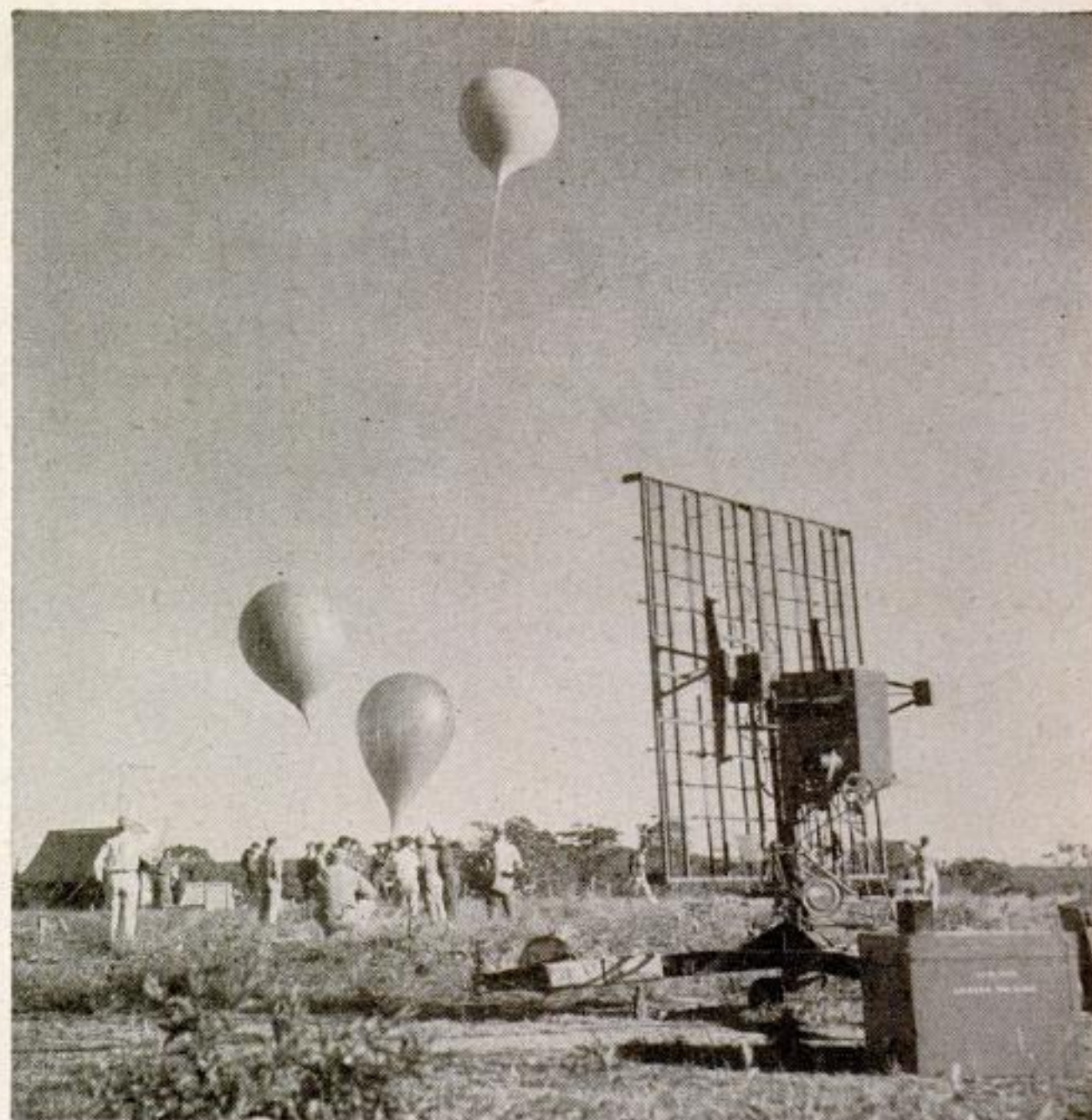


ECLIPSE EXPEDITION BUILT A VILLAGE OF TENTS OUTSIDE BOCAJUVA

ECLIPSE IN BRAZIL

On May 20 the moon passed briefly across the face of the sun, casting a shadow on the earth. As the shadow raced across South America, the South Atlantic and Africa, ordinary people watched the eclipse through pieces of smoked glass or darkened photographic film. The scientists, too busy to enjoy the spectacle, worked feverishly to finish all of their observations in the few moments of total eclipse.

The biggest group of the scientists who came to observe the eclipse gathered on a sun-baked plateau near the small town of Bocayuva in Brazil's state of Minas Gerais. Under the sponsorship of the National Geographic Society and the Army Air Forces, 19 of them from the U.S. trained a battery of telescopes and cameras at the sky. Shortly before the eclipse began, the scientists looked up nervously as cirrus clouds floated overhead. Happily the clouds had cleared away when the moon began to darken the sun. Wrote LIFE Correspondent William W. White, "Two minutes before totality the world had a strange look. It was as though you were seeing things through an unreal, yellowish lens. The shadows on the ground had fuzzy, inexact edges. Precisely as the sci-



BALLOONS are sent aloft with instruments to record cosmic rays during the eclipse. Readings of the instruments were picked up by radar antenna at right.



TELESCOPES WHICH FOLLOWED THE ECLIPSE ARE IN LEFT BACKGROUND

U.S. expedition travels 5,000 miles to watch the moon blot out the sun for four minutes

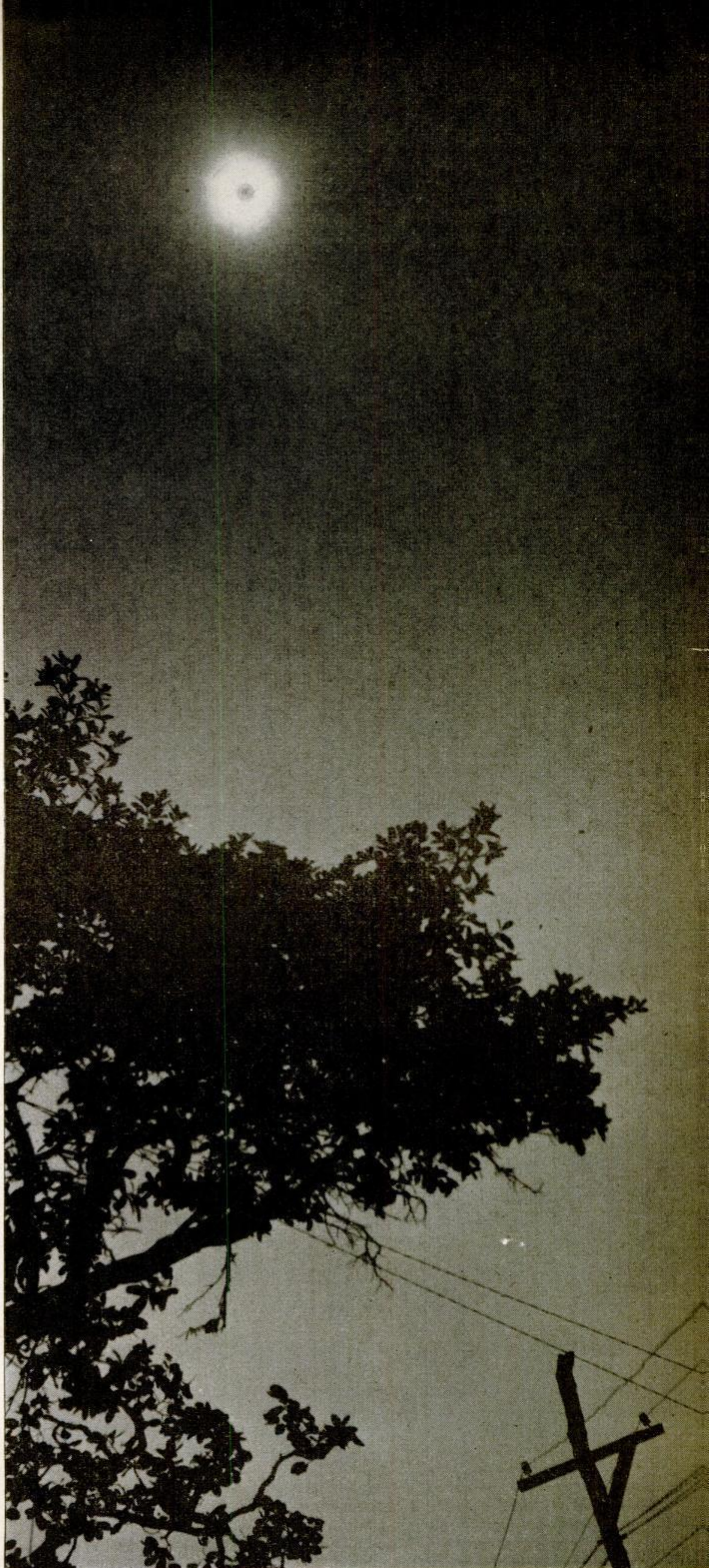
entists knew it would, totality began at 9:34:48 a.m. It was cool where before it had been hot. The low hills on the horizon surrounding this 2,500-foot plateau turned a deep blue. It was like night under a full moon, except that the horizon was golden with diffused light. Venus, Mars, Mercury and Sirius all popped out brightly. The camp's two parakeets went to sleep."

In less than four minutes the scientists had made enough observations to study for months. They had precisely checked the position of the moon, recorded conditions in the sun's atmosphere, made photographic plates to corroborate the Einstein theory. Dr. Lyman J. Briggs, scientific director of the expedition, said thoughtfully, "About 80% of par." A few of the instruments had failed, and a B-29 which was to make cosmic ray measurements did not get off the ground.

As the scientists packed their instruments, the country people of Bocayuva looked on sadly. Business had been good while the expedition had been there. Some of the Bocayuvans had even thought of petitioning the scientists to delay the eclipse so they could stay a little longer.



BEARDED ASTRONOMER George Van Biesbroeck of University of Chicago's Yerkes Observatory operates camera which checked the Einstein theory.



THE MOON COVERS THE SUN during totality. The sky is darkened and the sun's pearly corona appears. At Bocayuva the total eclipse lasted for a period of three minutes and 50 seconds.



CRASH AT LAGUARDIA FIELD left skid marks when pilot set brakes to halt take-off. Plane jumped road, sheered off lamp post (arrow), exploded and burned (lower right).

PLANE CRASHES KILL 91

Two disasters give U.S. airlines their worst 24 hours

Everybody wanted to get away for the weekend. Airline ticket offices were swamped. The U.S. airlines had their expected spurt of business over Memorial Day, but it turned into the most disastrous period in their history. From 8:05 p.m. May 29 to 6:45 p.m. the next day, 91 people died in domestic plane crashes.

On May 29, Pilot Benton ("Lucky") Baldwin taxied his United Airlines DC-4 to the end of runway 18 at New York's LaGuardia Field. He revved the four powerful motors, eased off the brakes. The plane gathered speed, but not quickly enough. The wind shifted suddenly, violently. Twenty-five hundred feet down the runway, when the plane should have been airborne, Pilot Baldwin had a split second for his decision. He ordered the motors cut, slammed on the brakes to halt the take-off. It was too late. The heavy plane crashed through a fence, bounced up an incline, across a highway, exploded in flames in a boggy ditch. Thirty-eight people burned to death (above, right), the worst air-crash toll the U.S. ever had.

The next evening another DC-4 was scudding across a Maryland forest at 1,500 feet on an Eastern Airlines flight to Miami, Fla. Suddenly and inexplicably there was a great roar. The plane flipped over, plunged almost straight down into the trees, burst into pieces and burned. All 53 aboard died in an instant. The grisly record set in the LaGuardia Field crash had lasted less than one day.



STILL FLAMING from the burning gasoline, this DC-4 could not be approached in time by firemen of LaGuardia Field. Witnesses said they could hear passengers screaming



CRASH IN MARYLAND followed a steep dive that cut swath in trees only 100 yards long. Plane was on the way to Miami, Fla. when it suddenly dropped 1,500 feet into forest.



and beating against the walls of the plane just after it caught fire. Thirty-six of the passengers and two of the crew were killed. Ten people, including the pilot, survived, but two

of them died in the hospital later. Among the victims was a 27-year-old Navy veteran, Theodore Alexay, on his way to Cleveland. He was to have been married two days later.



LARGEST FRAGMENT of this DC-4 was 12-foot section of the fuselage (*above*). Baggage was scattered over 100-yard radius and trees were draped with passengers' clothes.



MAKESHIFT MORGUE is set up by rescuers in the Maryland forest for the victims. Among the 53 who died was a one-year-old child, found still gripped in his mother's arms.

MEXICO SLAUGHTERS ITS CATTLE



THIS DROOLING CEBU STEER IS BADLY INFECTED

The republic of Mexico was engaged in a full-scale war last week, complete with flame throwers, bulldozers, trench diggers, road blocks and crackling rifle fire. The enemy was a virus which had riddled Mexico's great herds of cattle with *fièvre aftosa*—the terrifying hoof-and-mouth disease which emaciates steers and turns cows' milk poisonous.

The situation was more than serious. The U.S., which finally stamped out *aftosa* in 1929, banned all imports of Mexican cattle last December. Even

though more than 90% of animals infected with hoof-and-mouth disease can recover, the only sure way to halt the spread of *aftosa* is to shoot all diseased cattle. President Miguel Alemán decided that no half measures would do. He mobilized as if for war.

The whole nation was surveyed and the principal areas of infection were established. Courteous young Mexican soldiers were called out to establish road blocks around the danger zones (below). The U.S. became an ally and sent \$9 million and a substantial



HIGHWAY DISINFECTING BOX is designed to prevent disease from spreading to clean areas. Such boxes have been installed on most roads in central Mexico. Here a bus

waits to roll through trough of caustic solution while bus passengers walk through lye-saturated sawdust. Barefooted peasant woman in foreground later complained of footburn.



THE LAST ROUND-UP for thousands of Mexican cattle occurs when sick animals and those which have been exposed to hoof-and-mouth disease are bunched for inspection.

Cows at lower right are sick, other animals have been exposed. At this camp at Bernal a Spanish expert appraises doomed animals so government can compensate owners.

In a big campaign against hoof-and-mouth disease, President Alemán uses the only sure cure there is: kill every animal that is infected

amount of Army equipment into the battle. Infected cattle were rounded up, appraised and shot by civilians, who buried them deep in mass graves. Mexicans called these special killers "the sanitary rifles."

Alemán's high command concentrated on the worst center of infection between Mexico City and Veracruz. No owner was immune—poor peons lost yokes of needed oxen, but wealthy stockmen saw whole herds of beef cattle destroyed. The famed Rul brothers lost all of their carefully bred fighting bulls.

Last week an unofficial U.S. observer, Dr. Joseph Jordan Eller, returned from a 10-day trip to Mexico and reported that the war was being won. But how long Mexican peasants would support President Alemán's campaign depended on how quickly the government replaced slain work oxen with plow-pulling mules. Said one puzzled peon, "They killed my oxen and they promised me mules, but I don't see the mules. . . . The ground is ready for planting, but I can't do anything but kill, kill!"



INDIAN PEONS SADLY WATCH THEIR ANIMALS DIE



INTO THE PIT go infected cattle to be shot and buried. Riflemen already have shot first layer of cows, steers and bulls. Another group is being forced in on top of the dead

and dying. Reluctant steer has to be driven down dirt wall by sorrowing owner. Soldiers supervise job, but civilians do actual shooting to prevent resentment against army.



FLEDGLING EAGLES

258 are initiated at Grand Coulee

Few lodge members in the U.S. have taken the solemn oath of fealty to their fraternal order against a more impressive—or noisier—backdrop than the one that was provided by Washington state branch of the Fraternal Order of Eagles. Behind the 258 initiates (*above*), who had assembled from all parts of the Evergreen State, the waters of the Columbia

River roared over the 550-foot-high Grand Coulee Dam. Together with a crowd of 2,600, mostly fellow lodge members and their families, the fledglings listened while State President James McKnight, the Spokane Lodge's 54-piece band and a drum-and-bugle corps from Coeur d'Alene, Idaho competed valiantly but vainly with the man-made cascade.



Lazybones

Lazybones, with one foot pointing due north...it's high time you were up! Leave the luxury of those fine Pacific Sheets. When you return to them tonight, tired and yawny, you'll appreciate all over again their exquisite softness and smoothness...their gleaming whiteness.

For this is Pacific Combed Percale—the aristocrat of Pacific Sheets. By the extra process of combing, the short fibers of cotton are removed, leaving only the long, strong, sleek fibers that alone can produce so fine a sheet.

Now you may enjoy the superior comfort and the greater durability of *combed* percale at a remarkably attractive price. Ask for Pacific Combed Percale by name at better stores.

BALANCED
PACIFIC
SHEETS

PACIFIC COMBED PERCALE • PACIFIC EXTRA-STRENGTH MUSLIN • PACIFIC TRUTH MUSLIN

Pacific Mills, 214 Church Street, New York 13

Lannan



Cooling idea

IT WAS 7 years ago that America's most famous cake of ice made its first appearance.

Here it is once again, to remind you that a Four-Roses-and-ice-and-soda is *still* the most gloriously cool and refreshing drink you could ask for on a warm midsummer afternoon!

We're certain, once you savor the matchless flavor and mellow smoothness of a Four Roses highball, you'll

thank us for not letting you forget what keen enjoyment awaits you.

For today, as through the years, there's no other whiskey with quite the distinctive flavor of Four Roses.

Try a Four-Roses-and-soda now — won't you?

• • •

Fine Blended Whiskey — 90.5 proof. 40% straight whiskies 5 years or more old; 60% grain neutral spirits.

FOUR ROSES



Frankfort Distillers Corporation, New York

PEOPLE

SYNAGOGUE OPENER, U.S. General Lucius D. Clay, speaks at the ceremonies consecrating a Munich synagogue. Building was destroyed by the Nazis in November of 1938, has been rebuilt as a memorial to the Jewish citizens who were murdered in the 12 years of Adolf Hitler's rule. Among the worshipers who filled the new synagogue for the consecration were a number of Jews who had survived Hitler's death camps.



GOOD NEIGHBOR is Mrs. Robert A. Taft, wife of the Senate's Republican leader. Here she slices roast at party for Spanish class she attends.



FLYING POLITICIAN, Chairman Carroll Reece of the G.O.P., poses with his pilot daughter, Louise. She plans to fly

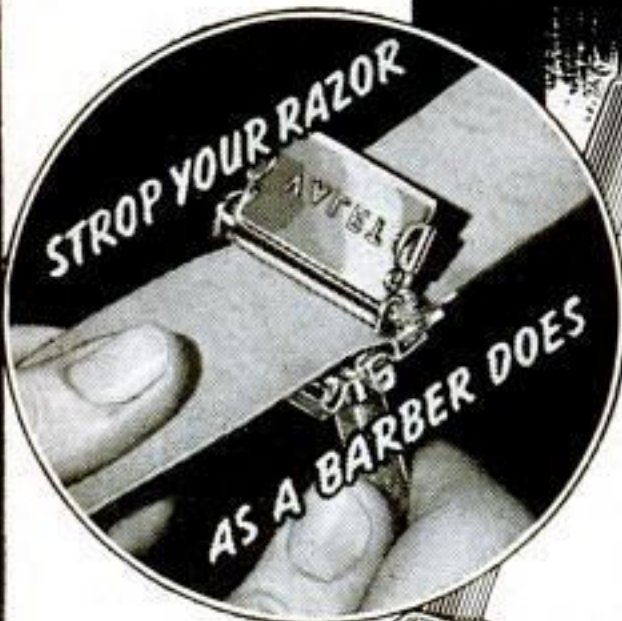


AMATEUR GOLFER, Prime Minister Clement Attlee of Great Britain, putts while his wife looks on during a recess of Labor party's Margate conference.

LIKE SHAVING
WITH
NEW BLADE
EVERY TIME



Shave With Speed And Perfect Comfort ... use the **NEW VALET AutoStrop RAZOR**



STROPPING
RENEWES EDGE
FOR
EVERY SHAVE



BLADES LAST
AND LAST...
YOU
REALLY SAVE



FIVE FEATURES THAT SPELL QUICK AND EASY SHAVES AT A REAL SAVING

- 1 SELF-SHARPENING.** Stropping keeps blade shaving like new day after day.
- 2 ONE-PIECE CONSTRUCTION.** You clean and strop blade right in razor.
- 3 STREAMLINE RUNNER-GUARD** protects your face ... eliminates drag and pull.
- 4 EASY-OPENING CLIPS** make blade changing a cinch. No fumbling.
- 5 VALET BLADES** are made of finest razor steel ... specially tempered for stropping.



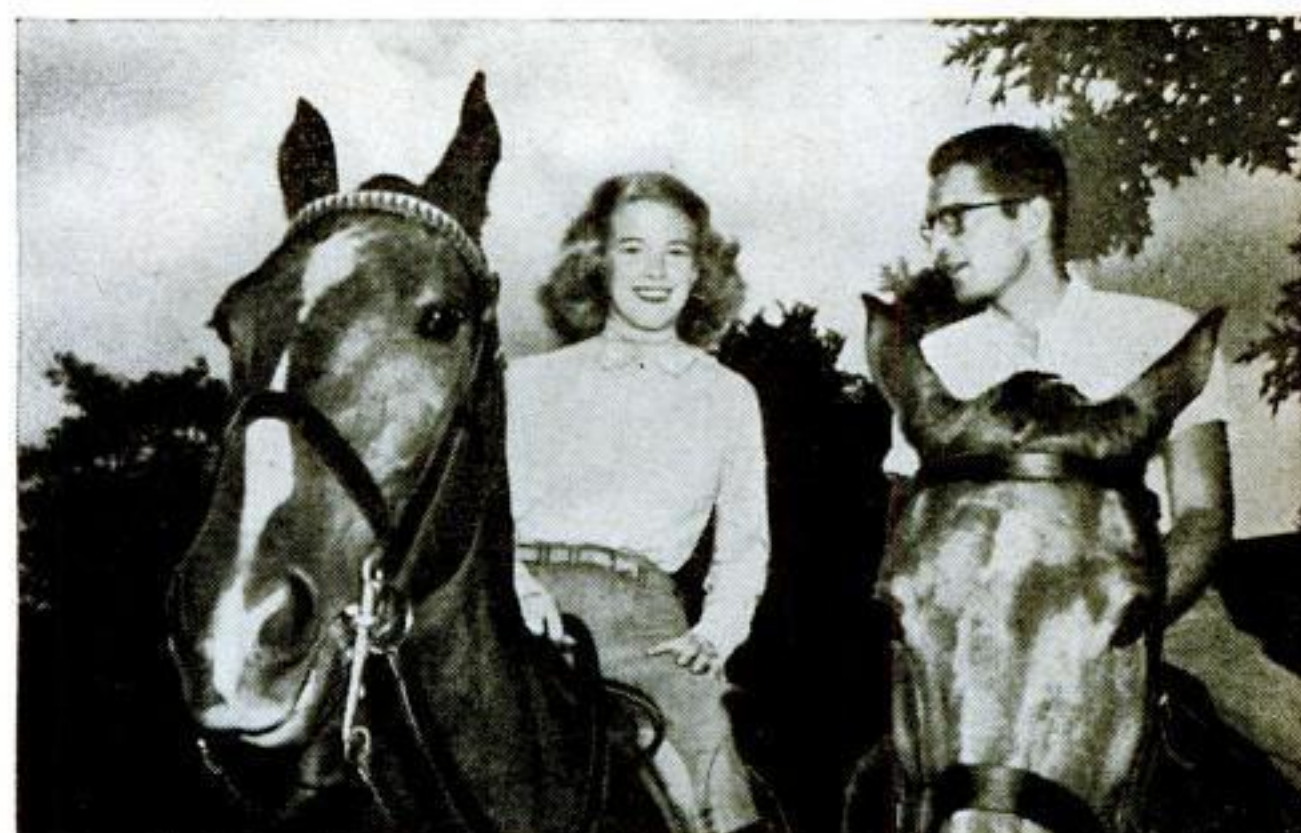
STAR IN MONTE CARLO, Movie Actress Rita Hayworth, seeks solitude in a dawn stroll in front of the casino. Rumored romancing with a mysterious Russian prince, Rita actually was deep in a beautifully bound set of the works of Jean-Paul Sartre.



PRIEST IN TOKYO is famed Father Flanagan of Boys Town. In Japan to aid child-welfare programs, Father Flanagan (left) poses with young Prince Akihito, Mrs. Elizabeth Vining, and Russell Durgin of Mac

O, Perfect Day!

Country estate wedding near Philadelphia, -
for Joan Hayden—now Mrs. Robert Preston Chew
Her radiant deb-beauty is cherished
by Woodbury Facial Soap:



Riding Romance. Their first date was a twosome canter together at Southern Pines. And Bob's heart took a tumble—fell for Joan's Woodbury gleam-'n'-glow!



Off shore from East Hampton's Devon Yacht Club! Clear sailing for Joan's fair skin. Pampered by Woodbury Soap, made with a beauty-cream ingredient!

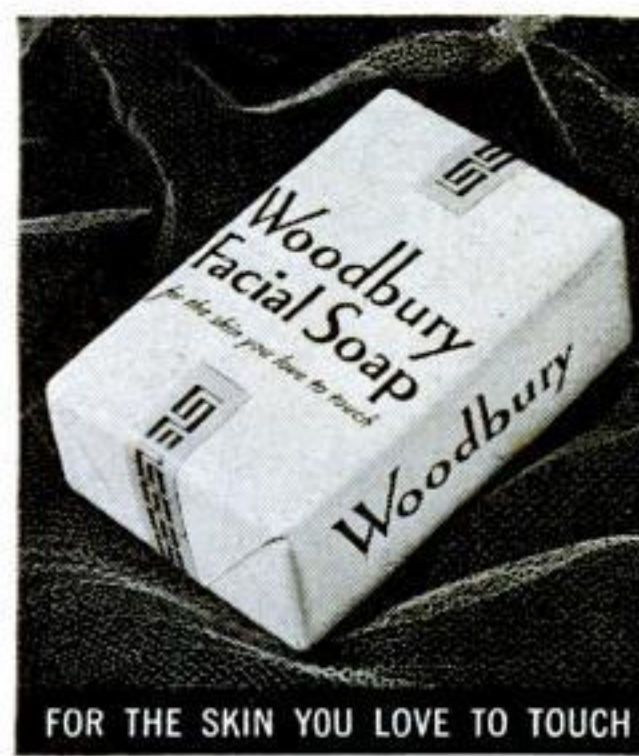
Garden Wedding of another Woodbury Deb



Breakers busting all over them, week-ending on Long Island's social shore. And a gorgeous view of Joan's vital blonde beauty . . . smooth, very Woodbury! Cue for you . . . Woodbury sparkle has appeal!



"Our doctor advised Woodbury," says Joan, "so it's daily Woodbury Facial Cocktails! First, that creamy lather. Then rinses. It's lovely!" Yes, and smooth for sensitive skin!



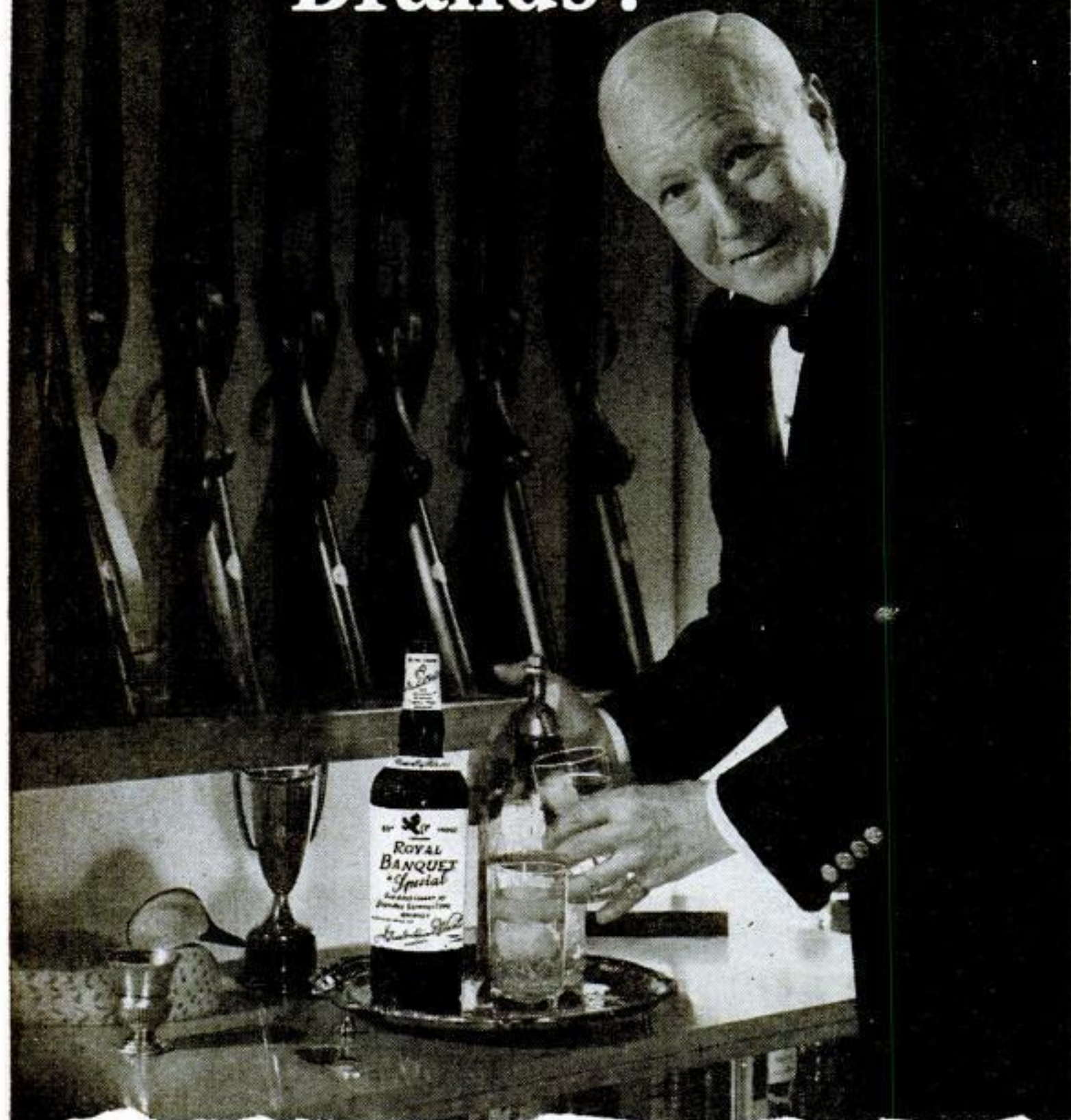
FOR THE SKIN YOU LOVE TO TOUCH

Honeymooning with Joan went Woodbury Facial Soap. Be as smart, girls! Woodbury's extra-mild, made with a beauty-cream ingredient! Made for skin alone!



Old stuff . . . Into antique store, bride lures groom! And speaking allure-wise, girls, nothing rates above Woodbury skin. Begin Woodbury care—be as smooth as his dreams!

America's *Challenge* To Finest Imported Brands!



Try Royal Banquet—Enjoy Authentic Old-World Flavor and Aroma!

YOU'LL find real pleasure in accepting this friendly challenge to compare *ROYAL BANQUET* with your favorite imported brands. Particular drinkers rate this superior American product with the finest old-world whisky. And the price advantage is substantial. Here are the facts:

1. In *ROYAL BANQUET*, half the malt whisky used is imported from Scotland and half is produced in America.
2. To produce *ROYAL BANQUET* in the Scotch way, we imported and set up a complete pot still.
3. American malts used in *ROYAL BANQUET* are made from barley dried over peat fires. The malt whiskies are blended with grain neutral spirits.

Ask for *ROYAL BANQUET* by name at better bars and package stores.

GOODERHAM & WORTS LIMITED, PEORIA, ILLINOIS
The Malt Whisky in this product is Four Years Old—35%
Malt Whisky; 17½% Imported, 17½% Domestic;
65% Grain Neutral Spirits—86 Proof



ROYAL BANQUET

Blended Scotch-Type Whisky

PEOPLE CONTINUED



STARLESS MECHANIC

The most dramatic postwar conversion in Germany is that of Lieut. General Fritz Bayerlein from corps commander to civilian automobile mechanic. Professional Soldier Bayerlein was Marshal Rommel's chief of staff in the desert (*center above, facing camera*), later commanded a division at Bastogne in the Battle of the Bulge. He was the only German general to surrender his corps and himself in the Ruhr encirclement. Tiring of prison, Bayerlein got Allied permission to reconvert himself about a year ago, is becoming a good mechanic (*below*). In the evenings he helps U.S. Army authorities with battle histories. He says that his old chief, Rommel, was in the bomb plot against Hitler and committed suicide to avoid standing trial. Bayerlein hopes to work his way up and perhaps eventually own his own garage.





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"Loadin' for Town," painted by Ernest Fiene

FINE TOBACCO ...

*Light tobacco
Ripe tobacco
Mild tobacco
L.S./M.F.T.*



LUCKY STRIKE means fine tobacco



Eye Openers

FOR FATHER'S DAY (JUNE 15th)

Dad's eyes are sure to open wide at the welcome sight of any one of these smartly-styled and handsomely-crafted gifts for Father's Day by Hickok—the master style originator of them all.

Rolled gold plate Cuff Links, Tie Chain and Collar Bar; set...\$9. Gold front Initial Buckle with tubular calfskin Belt, welt seam...\$10.00. Masterplate Initial Buckle on imported pigskin Belt...\$3.50. Two-tone Initial Buckle on imported African Camel Belt...\$7. (Below) Modern Tie Bar and Collar Bar, set...\$2.50. Saint Christopher KoiNife...\$5. Horsehead Tie Bar and Collar Bar; set...\$3.



HICKOK

Quality Style Leadership

BELTS • BRACES • JEWELRY • WALLET • GARTERS





BACK TURNED, MECHANICAL PICKET (TOP) SILENTLY MIMICS REAL ONE

PICKET PICKETS PICKET

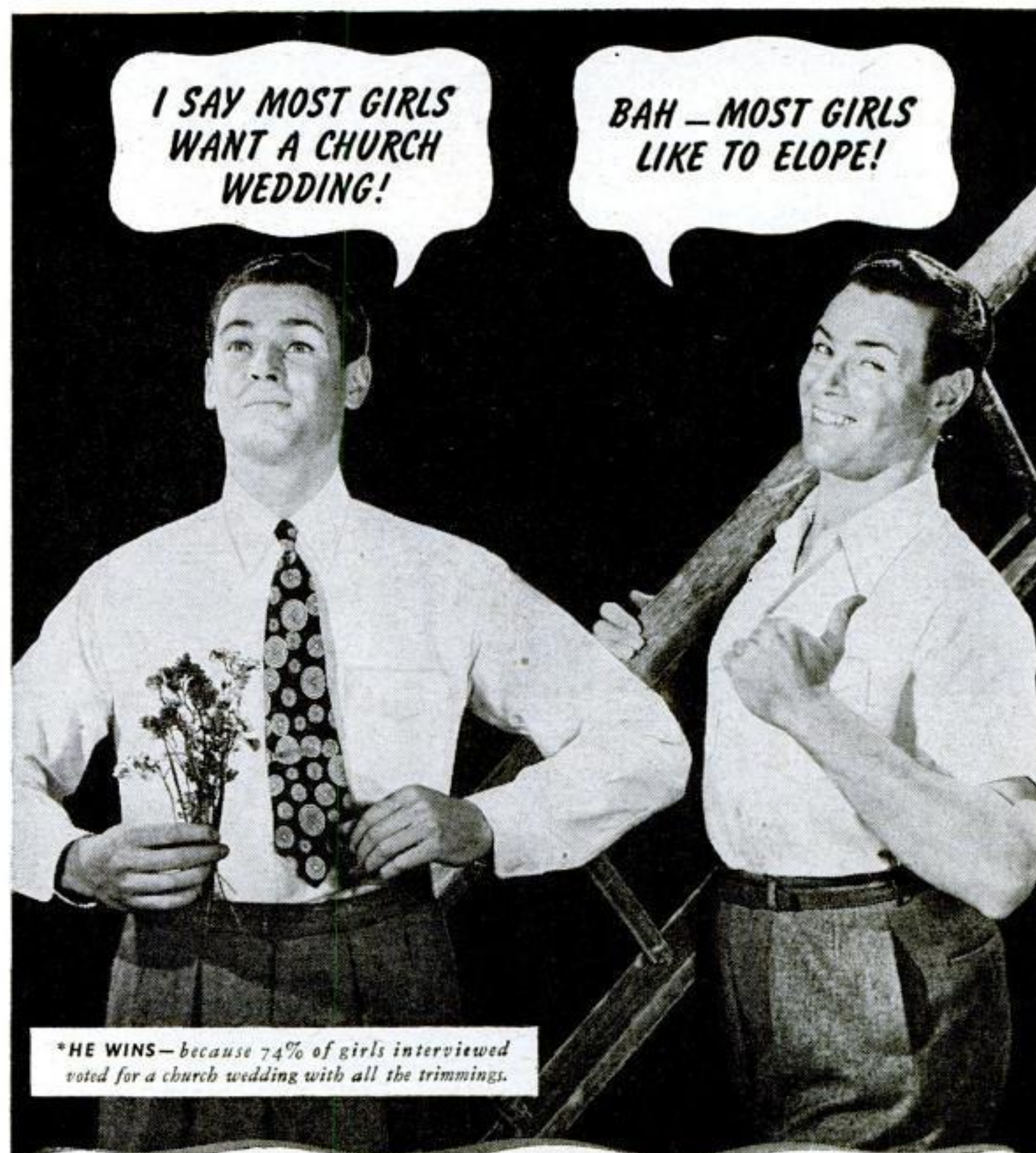
The two uncongenial characters on this page are plodding a picket line in front of the Bama Pie Company in Tulsa, Okla. The live picket, named Howard Harris, pads wearily along the sidewalk. He is furnished by the union because the company fired four of its drivers in April 1946. But the mechanical picket, named Duke, moves loftily around a steel track, propelled by electricity. He is furnished by the owner of the company, who has thus turned his union trouble into a publicity stunt.



PICKETS MEET FACE TO FACE 75 TIMES A DAY, ALWAYS SNUB EACH OTHER



"Which of the twins we married is HEP TO ROMANCE?"*



I SAY MOST GIRLS WANT A CHURCH WEDDING!

BAH — MOST GIRLS LIKE TO ELOPE!

*HE WINS—because 74% of girls interviewed voted for a church wedding with all the trimmings.

AH-H... BUT BOTH TWINS ARE HEP TO
TruVal Shirts
... AND SO ARE WE!



TruVals make a man so romantic-looking...so spruced up...because they're designed to marry *style* to economy. The handsome fabrics are laundry-rugged, too, with TruVal shirts sanforized to hold shrinkage down to 1%! Yes, only the large scale economies of the biggest shirt manufacturer in America can give you *such* quality at such "buy-now" prices!

Dress shirts.....	\$250	\$295	\$350	\$395
Sport shirts.....	\$275	\$295	\$350	and up



TruVal
SHIRTS • PAJAMAS • SPORTSWEAR

DOLLAR FOR DOLLAR
YOUR BEST BUY

TruVal Manufacturers, Inc., 261 Fifth Ave., N. Y. 16. Division of Publix Shirt Corp.

PERSONNALLY Speaking:

"I been pollin' the
poppa-lation"



WILLIAM BENDIX

co-starring in Paramount's
"Blaze of Noon"

"...and all of us poppas is agreed on what we want for Father's Day. We don't want no huntin' lodges or ermine shorts.

"We do want plenty of them long-lastin' *Personna Blades* what keeps our faces so smooth an' well-groomed all day long!

"So you kids better crash through wit' *Personna Blades* for Father's Day or I'll give you something you'll remember!"

Every man needs *Personna Blades*...because every man enjoys quick, slick, luxurious shaves! So give your favorite father *Personna Blades* for Father's Day.



SPECIAL FOR
FATHER'S DAY
June 15th

2-in-1 Gift Box

50 superb *Personna Blades*
plus handsome cigarette box
—BOTH for the regular price
of the blades alone— **\$5**



PERSONNA

Precision Blades

Also regular box
of 10 blades for \$1
Single or Double Edge

Personna Blades are made in the U.S.A., Canada, Great Britain and South America, and are sold all over the world.

ART



BEARDED MONKS IN REFECTORY OF THE MONASTERY OF SANTA MARIA

THE "LAST SUPPER"

Monks and instruments guard disappearing fresco

The worldwide worry over the damage done to Leonardo da Vinci's masterpiece, the *Last Supper*, calmed down at war's end when it was discovered that the painting was intact. Although bombs had made rubble out of most of the refectory of the monastery of Santa Maria delle Grazie in Milan (*opposite*), where Leonardo had painted the fresco in 1495, the fresco had escaped damage. But then the art world started to worry again because the painting seemed to be deteriorating rapidly. In fact, sometimes it all but disappeared. One day the scene of Christ and his disciples sitting at the table would be plainly visible. The next day it would fade away to a greyish, almost colorless mass.

The mystery of the disappearing *Last Supper* is explained by humidity. Because of the way Leonardo did his fresco, the painting is distinct when the weather is damp but grows dim when periods of dry weather set in. Having saved the painting from war, art authorities then installed hydrometers in the refectory to test exact humidity at all times. Now the monks of Santa Maria, by checking the instruments day and night and by constant observation of the painting itself, can determine what atmospheric conditions are best for the *Last Supper*.



STUDY HYDROMETERS WHICH RECORD HUMIDITY FOR "LAST SUPPER"



BOMB DAMAGE left little of the refectory housing the *Last Supper*, but wall (right) on which painting appears was saved by heavy piles of sandbags.

CONTINUED ON NEXT PAGE

Lines to Seven Lucky Signs



The world is full of lucky signs
To help your luck along;
As long as your car "rolls in luck,"
You really can't go wrong!



Now some say, "Take a rabbit's foot
Wherever you may spin!"
Or—"Horseshoes, when you're out of luck,
Will often put you in!"



Some claim a lucky clover helps—
The four-leaf kind, that is;
But those who count on numbers say
That *seven* is a whiz!



Perhaps you clutch a lucky coin
For good luck when you drive;
Or do you *keep your fingers crossed*
To make sure you arrive?

Well, here is one sure "lucky sign"
That's tops from East to West . . .
Marked "Quaker State"—the motor oil
That millions say is best!

So if you want to boost your luck—
Make sure you're running fine—
Just change to Quaker State today
At any "lucky sign"!



It's a lucky day for your car when

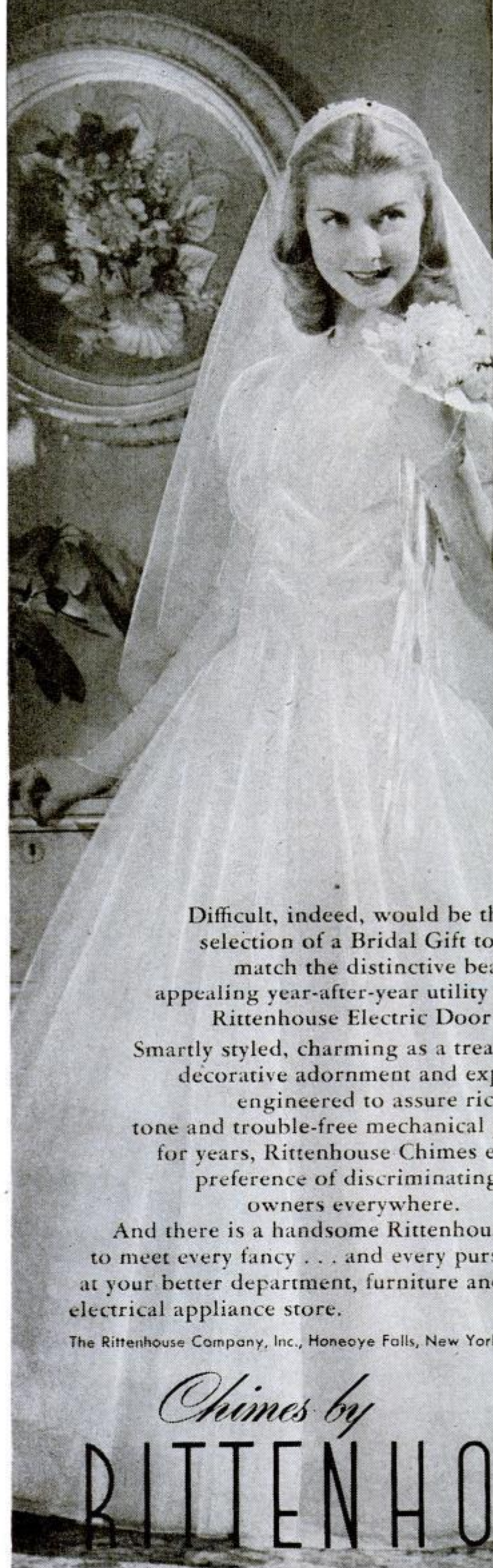
you change to Quaker State Motor Oil!

QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PENNA.

Member Pennsylvania Grade Crude Oil Association

Happy is the Bride

... with this lasting companion of loveliness and melody



The 4-note
Sheffield
\$31.50

Difficult, indeed, would be the selection of a Bridal Gift to match the distinctive beauty and appealing year-after-year utility of a Rittenhouse Electric Door Chime.

Smartly styled, charming as a treasured home decorative adornment and expertly engineered to assure rich melodious tone and trouble-free mechanical performance for years, Rittenhouse Chimes enjoy the preference of discriminating home owners everywhere.

And there is a handsome Rittenhouse Chime to meet every fancy ... and every purse ... at your better department, furniture and electrical appliance store.

The Rittenhouse Company, Inc., Honeoye Falls, New York.



"Floating Percussion" exclusive Rittenhouse development that produces clear, rich tone—free of all mechanical buzz and hum.

Chimes by
RITTENHOUSE

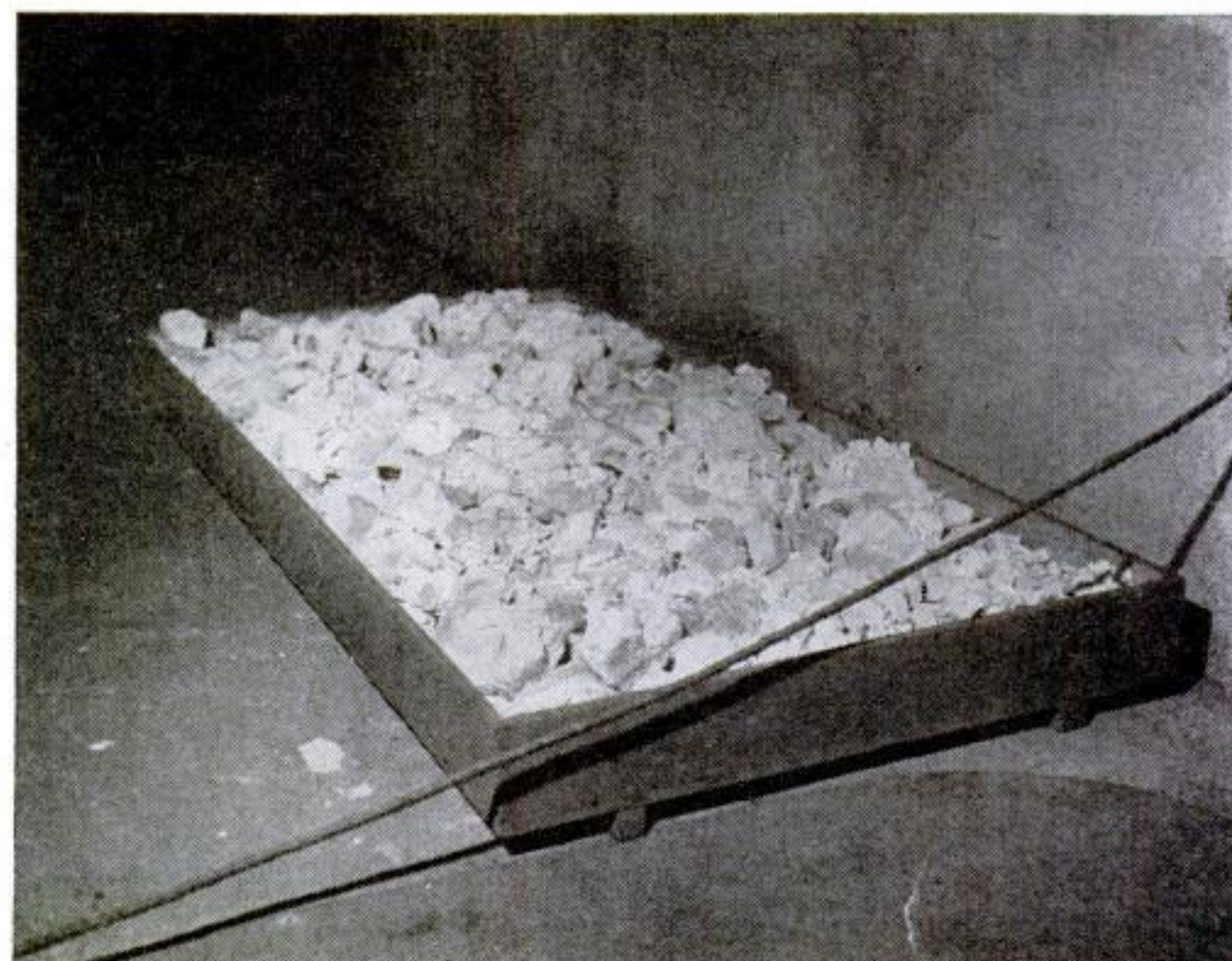
"Last Supper" CONTINUED



CHRIST in the center of the long fresco panel of apostles sitting at the *Last Supper* has so deteriorated that his right hand is almost completely invisible.

LEONARDO DOOMED HIS OWN PAINTING

Time has so defaced the *Last Supper* that no figure is intact. The central figure of Christ (*above*) is badly corroded and the entire panel is covered by a layer of saltpetrous calcinate. The fault is mainly Leonardo's, for he made two bad mistakes when he began the job commissioned by Ludwig the Moor, the prince of Milan: 1) he overlooked the fact that the wall which he chose for the fresco was so close to the monastery laundry that the steam and heat would hurt his pigments; 2) he insisted on using his own experimental tempera pigments, working them on the wet plaster as he would have oil colors. Believing that the *Last Supper* would be one of his masterpieces, Leonardo worked three years on it. A few years after he finished, it began to flake and scale. Hard crusts of mildew settled on the painting. As the weather changed these crusts would dissolve and then harden again. In time a delicate shower of minute scales rained from the fresco. Art restorers in the 18th Century decided to remedy this. Thinking it had been painted in oil, they proceeded to ruin it further by treating it as an oil painting. Nor did it help the painting any when, during Napoleon's campaign in 1800, the emperor's horses were stabled in the monastery. Later restorations were equally unsuccessful. Art experts of today are hoping to check further deterioration by regulating the humidity in the monastery. But other experts fear that nothing can preserve one of the greatest paintings in the world from eventual disintegration.



LIME is placed in big troughs by art experts beneath the Leonardo painting in order to absorb excess humidity which makes the painting scale from wall.



With the new Kodak Reflex

You see your subject in the reflex finder—
actual size, bright and clear—as you snap.
It's easy to get in what you want—
keep out what you don't

The fast twin lenses, the
 $\frac{1}{200}$ -second flash shutter,
among Kodak's finest,
let you take just about any
picture, any time, anywhere



Black-and-white snaps
are $2\frac{1}{4} \times 2\frac{1}{4}$

Kodacolor Prints
are $2\frac{7}{8} \times 2\frac{7}{8}$



Kodak Reflex—Twin *Lumenized* and color-corrected Kodak Anastigmat $f/3.5$ lenses, $1/200$ -second Flash Kodamatic shutter, give you clear, crisp shots of lively youngsters, fast sports action . . . good pictures even in bad weather . . . superb "flash" and color shots. Big ground-glass finder shows you your picture while you're snapping it. To focus, simply turn focusing ring until the image shows up sharp. Built-in flash synchronization; just add inexpensive Kodak Flashholder and you're ready for round-the-clock photography . . . EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

Color and "flash" shots with these models, too

Kodak is making more cameras than ever before but the demand is greater too. Consult your dealer.



Kodak Vigilant Junior Six-20, Kodet lens—
Capability at unusually
moderate cost.



Brownie Flash Six-20—
A favorite everywhere.
Available with or
without Flashholder.



Kodak Bantam ($f/4.5$)—
Smallest of Kodaks; ex-
pert in color or black-
and-white.

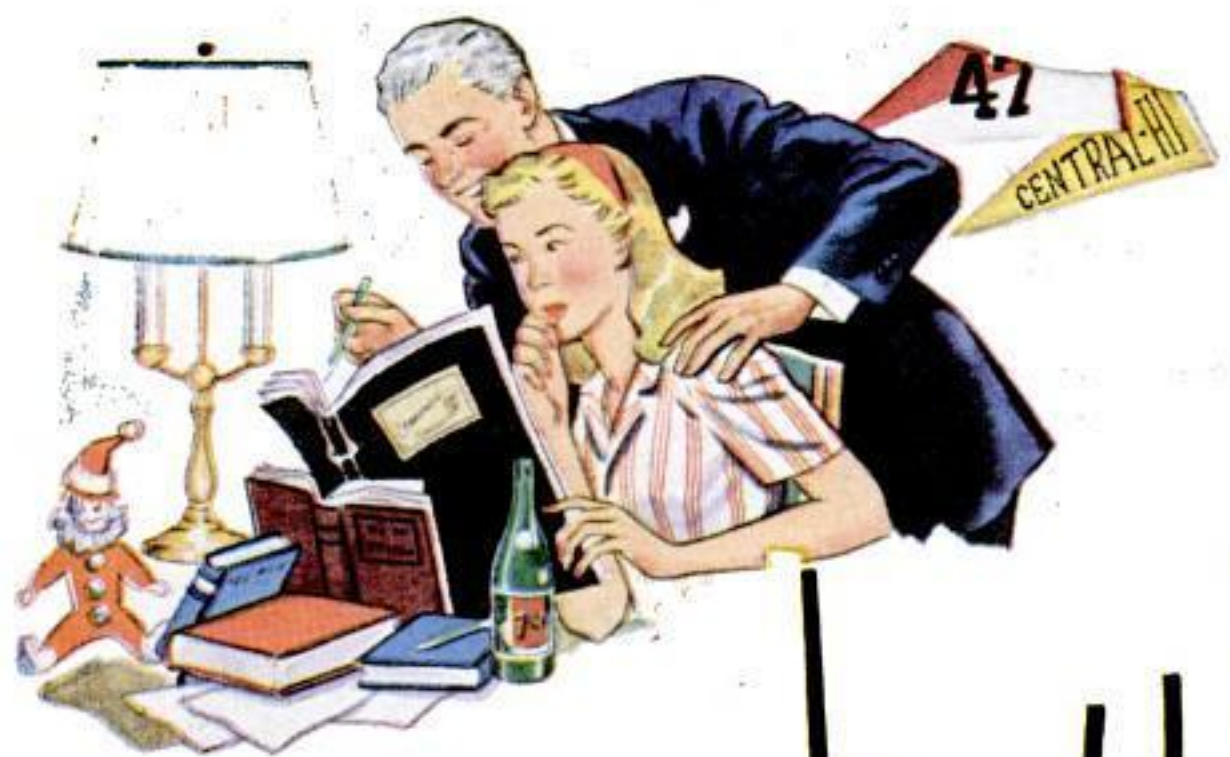


**Kodak 35 ($f/3.5$ with
range finder)**—Built
to highest precision
standards.

Kodak

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MOST LIKELY TO PLEASE!



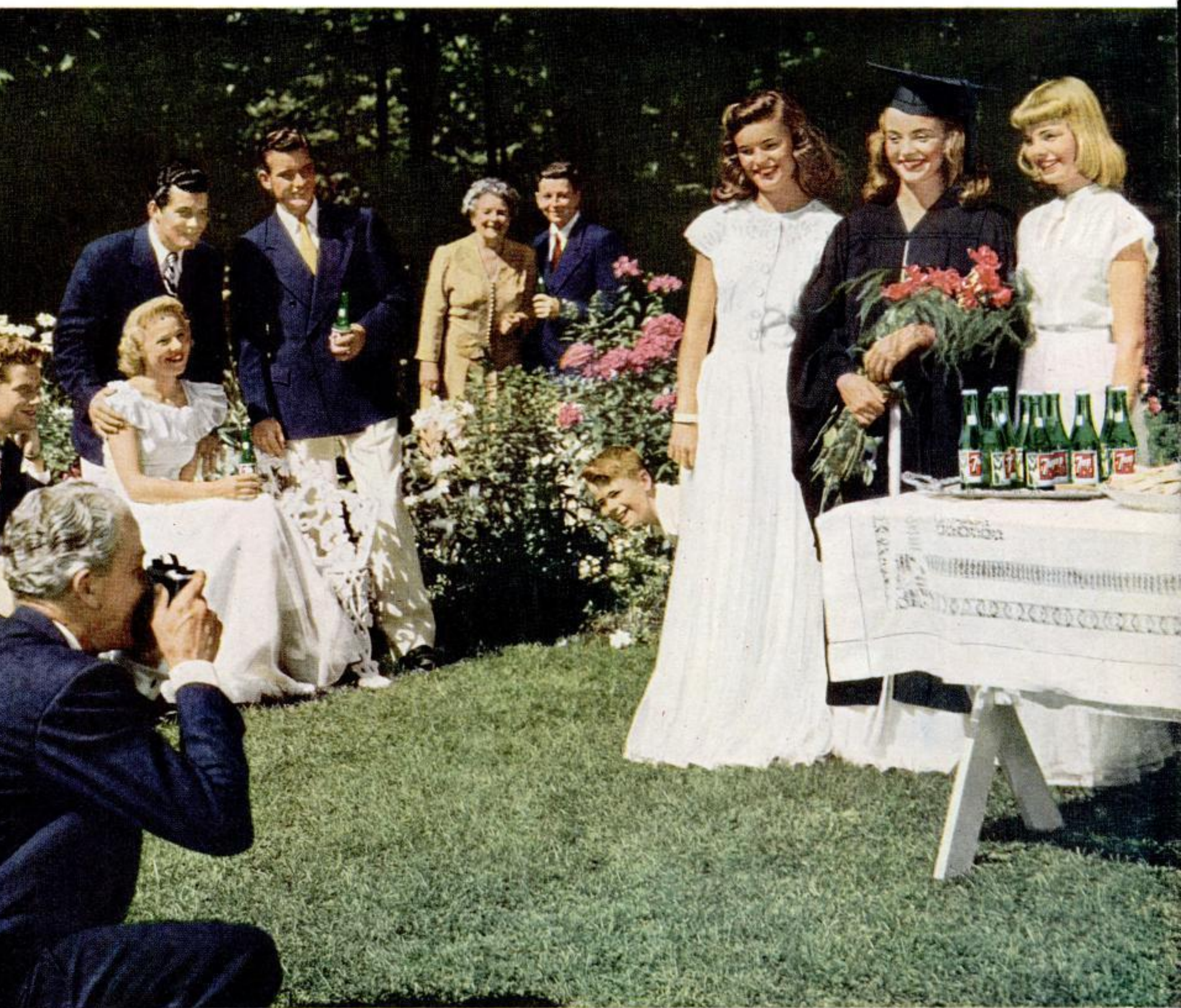
"fresh up" WITH Seven-Up!



**REFLECT YOUR YOUNGSTERS' HAPPINESS
BE A "FRESH UP" FAMILY!**

Chipper 7-Up rates "straight A's" with everyone! Its fresh, clean taste . . . its bright sparkle . . . its friendly good nature make 7-Up America's home drink. Wholesome and pure, 7-Up is the "fresh up" drink . . . right for any age.

Be a "fresh up" family. Let inviting 7-Up add its distinctive personality to your family work and play. Order it where you see the famous 7-Up signs.

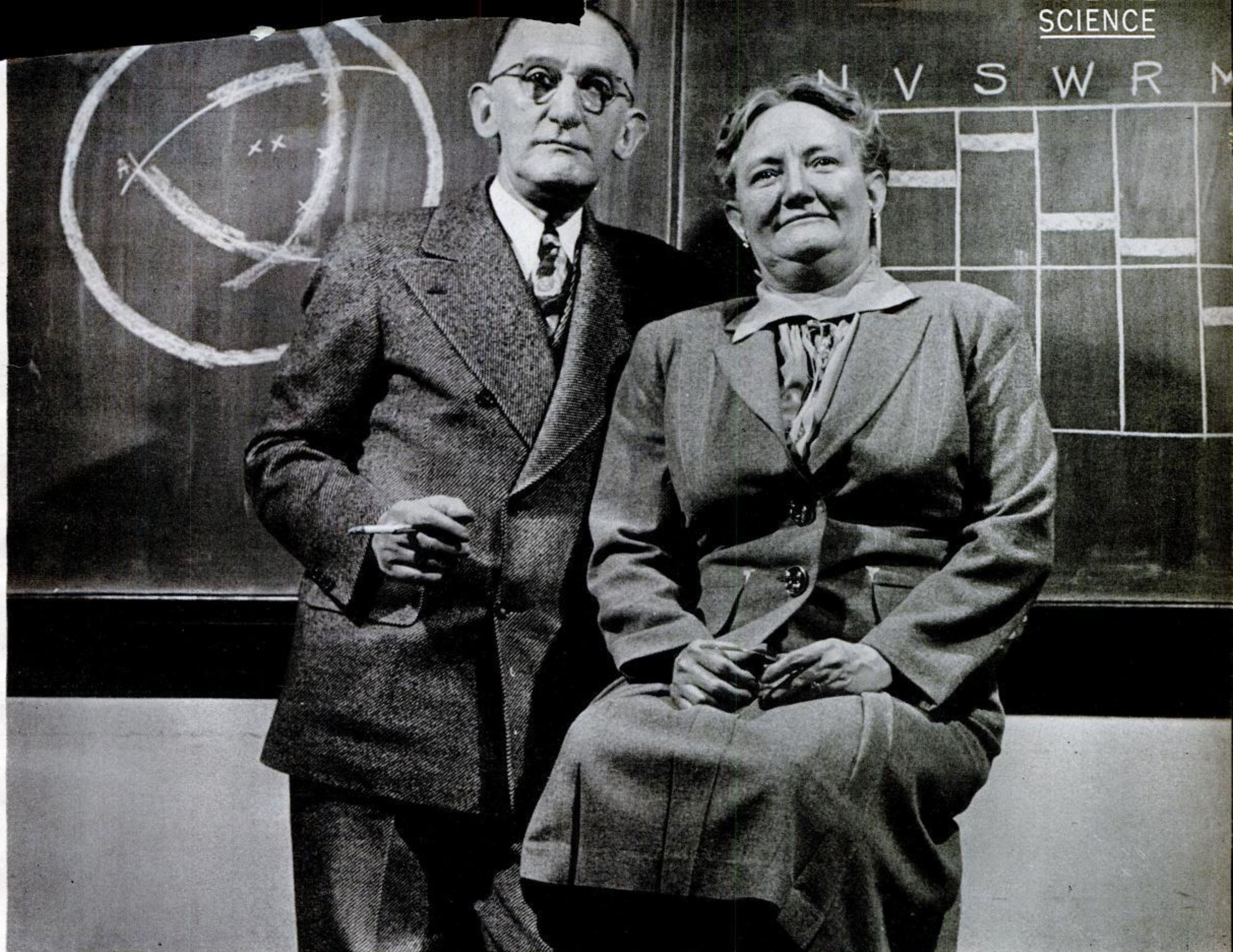


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YOU LIKE IT...IT LIKES YOU!

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WITH HIS WIFE AND COLLEAGUE, THURSTONE STANDS BEFORE BLACKBOARD SHOWING GRAPHIC EXPRESSIONS OF TESTS. CHART AT RIGHT IS MENTAL PROFILE

FACTORS OF INTELLIGENCE

Psychologist breaks up the mind into its component parts to develop tests of basic mental abilities

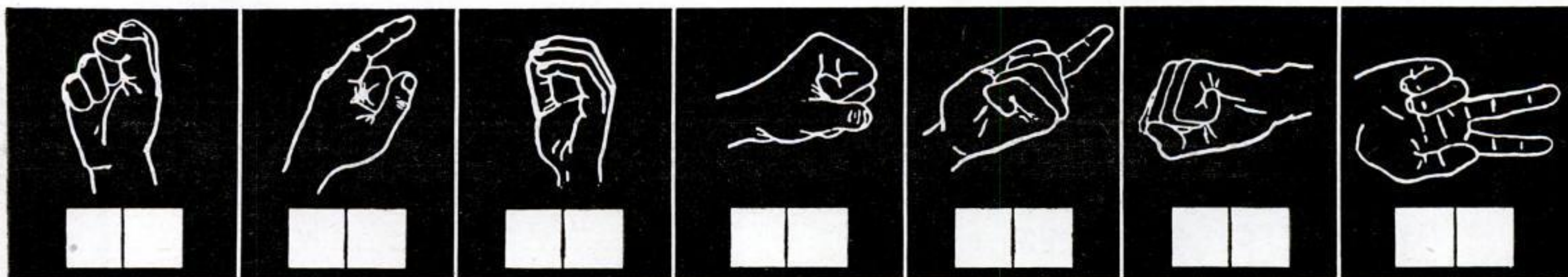
For many years psychologists have tried to find ways of measuring the vague and ill-defined entity which is human intelligence. The standard procedure, used in the common I.Q. test, is to total up an individual's strong and weak points and estimate the size of his mental endowment without regard to its character. But to Louis L. Thurstone (*above*), most respected of U.S. mental testers, the intellect is a collection of distinct primary abilities whose nature and extent cannot be expressed

by a single numerical score. Therefore he measures each aspect of the mind separately to discover the quality as well as the quantity of intelligence.

By gathering a mass of data and analyzing it statistically, Thurstone has so far been able to define several basic mental functions and to construct tests for them. Seven of these tests (*below and following pages*), designed for use in schools and colleges, are: verbal understanding, word fluency, number facility, space thinking, perception,

reasoning and shape recognition. Other functions have been isolated and the list is still growing. The results of these tests, combined and expressed graphically (*above, right, on the blackboard*), form a kind of mental profile with high and low points corresponding to the subject's particular fundamental abilities. Such a profile can suggest the ways in which a mind may best be trained and used.

ANSWERS TO THE TESTS ARE ON PAGE 66



SPACE THINKING (*i.e.*, the ability to visualize solid objects and to see their relationship to each other) is tested by the time required to determine whether each

of the hands above is a right or a left. To take this test the reader should check the appropriate box under each of the pictures: left for left hands, right for right

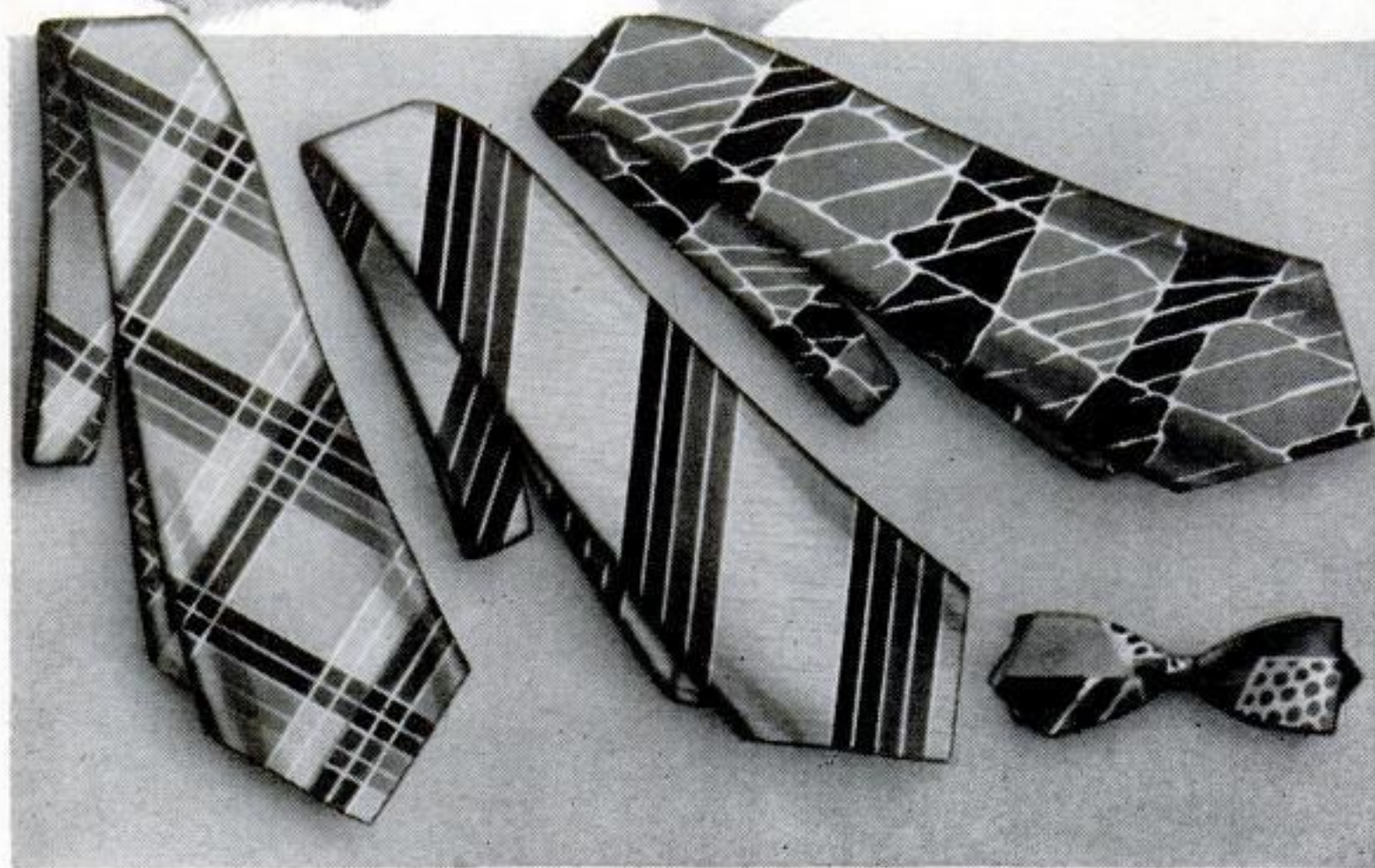
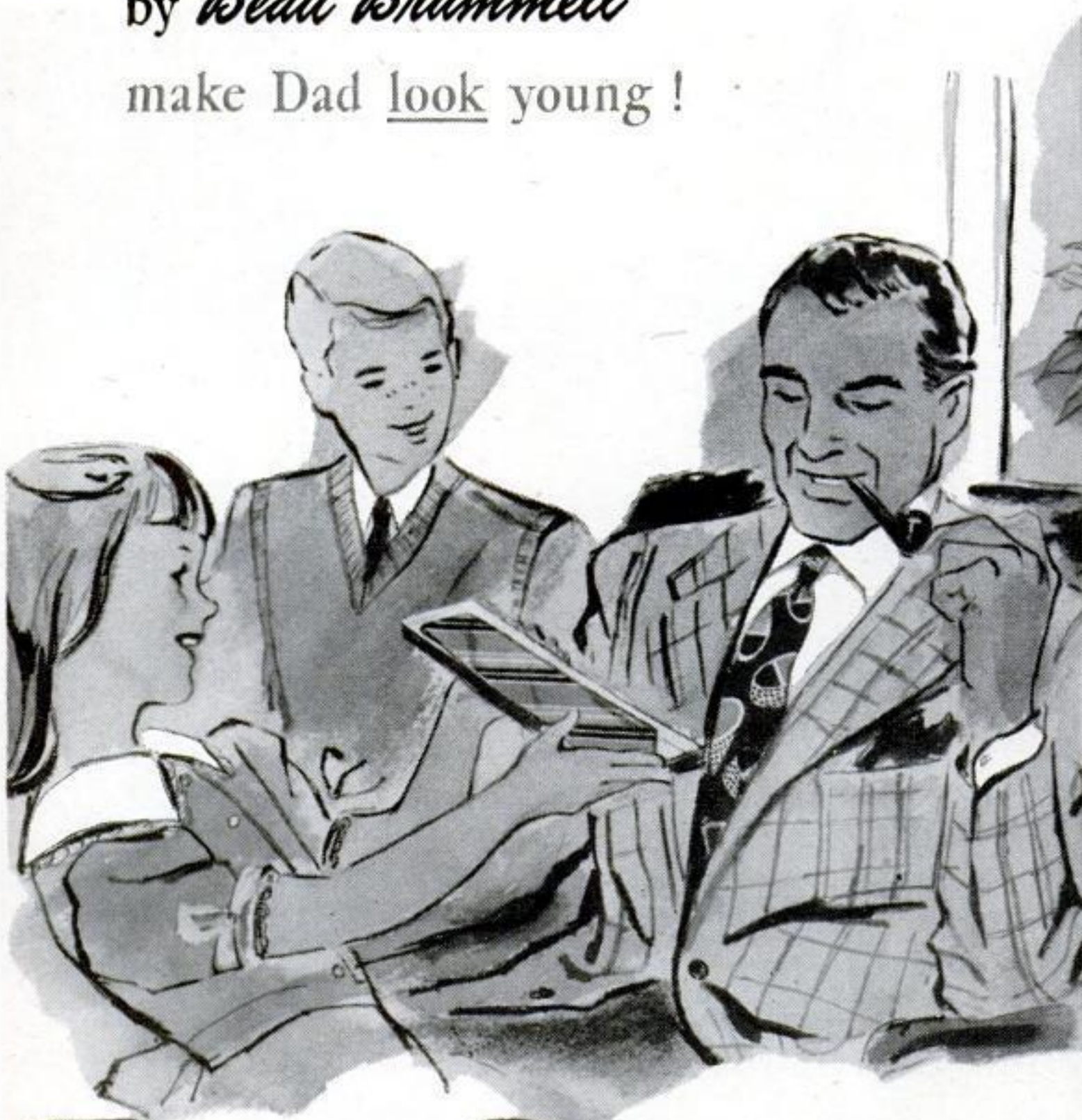
hands. Thirty seconds should be sufficient to identify them all correctly. Space thinking is important in professions like engineering, architecture and dressmaking.

Father's Day...To make Dad feel young

4FOLD PALM BEACH TIES

by *Beau Brummell*

make Dad look young!



And he'll look every bit as youthful as he feels when he steps out in a refreshingly crisp and cool 4Fold Palm Beach Tie by Beau Brummell. Tailored in the exclusive, patented 4Fold Construction that knots easier, looks better than any other tie Dad has ever owned. One Dollar. Other handsome Beau Brummell Ties to Seven-Fifty.

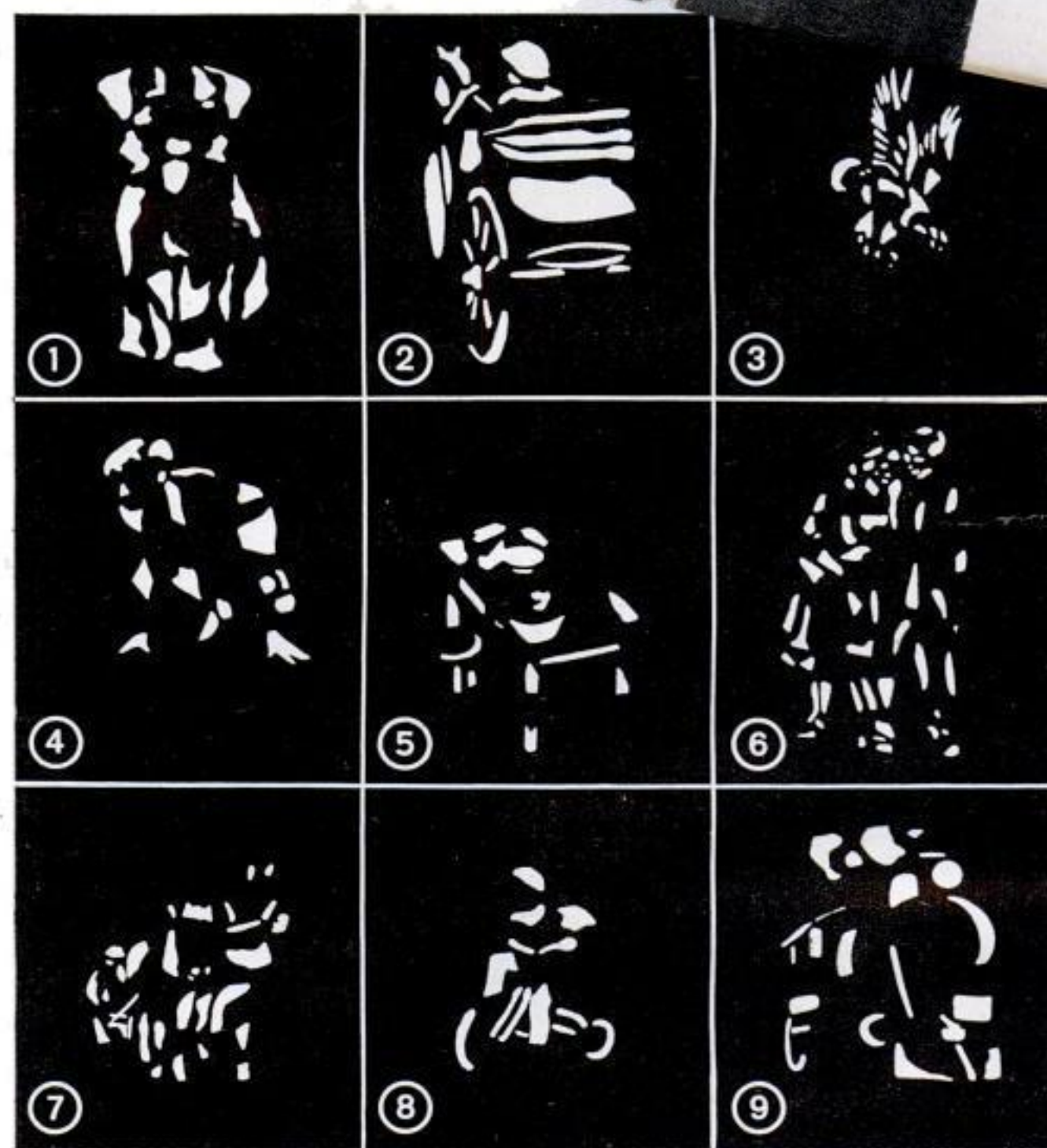


ORIGINAL 4FOLD NO LINING PALM BEACH TIES by *Beau Brummell*

A DATE TO REMEMBER...FATHER'S DAY...JUNE 15

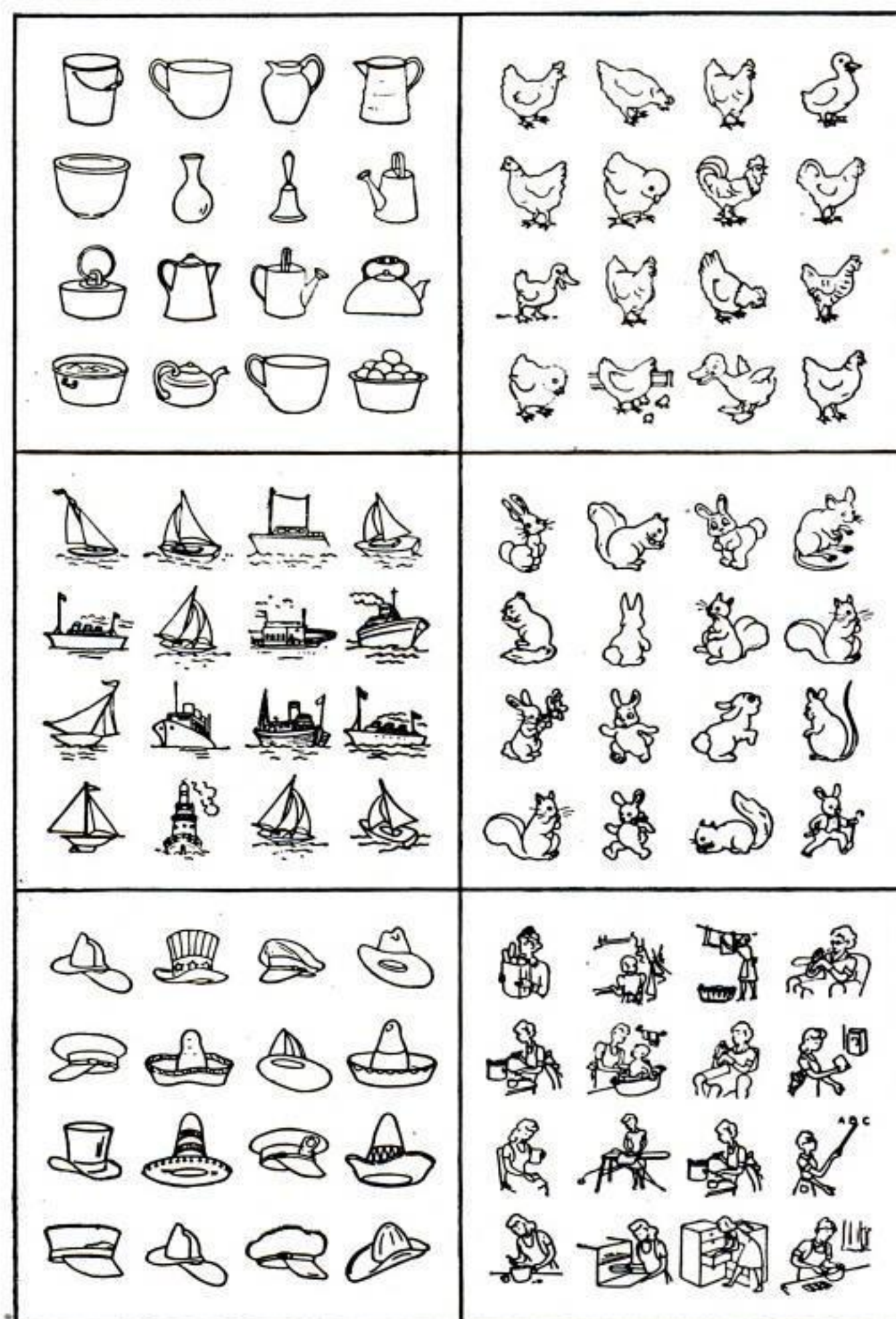
Beau Brummell Ties, Inc., Cincinnati 6.

Intelligence CONTINUED SHAPE RECOGNITION



MUTILATED PICTURES test ability to see sense and unity in a group of apparently jumbled and disjointed elements. Successful administrators should be able to recognize subjects of most of these pictures almost immediately.

PERCEPTION



IDENTICAL PAIRS of objects are hidden in each of these boxes. File clerks and copyreaders will probably be able to spot them all in less than the normal 60 seconds since they exercise the faculty of perception constantly in their work.

CONTINUED ON PAGE 62

Hunt Stromberg
presents a

Dishonored Lady

(she insulted her soul!)

HUNT STROMBERG
presents

HEDY LAMARR

in
Dishonored Lady

co-starring

DENNIS O'KEEFE • JOHN LODER

with

WILLIAM LUNDIGAN • MORRIS CARNOVSKY

PAUL CAVANAGH • NATALIE SCHAFER

PRODUCED BY JACK CHERTOK

Directed by ROBERT STEVENSON • Screenplay by EDMUND H. NORTH

A HUNT STROMBERG Production • Released thru United Artists



5 MINUTES!

after the curtain went up sophisticated New Yorkers realized they were witnessing the frankest, most fearlessly outspoken stage play they had ever seen. Now it comes to the screen with all its electrifying impact!

I'll take no other,
Brother...



It's a
WINGS SHIRT
for me!

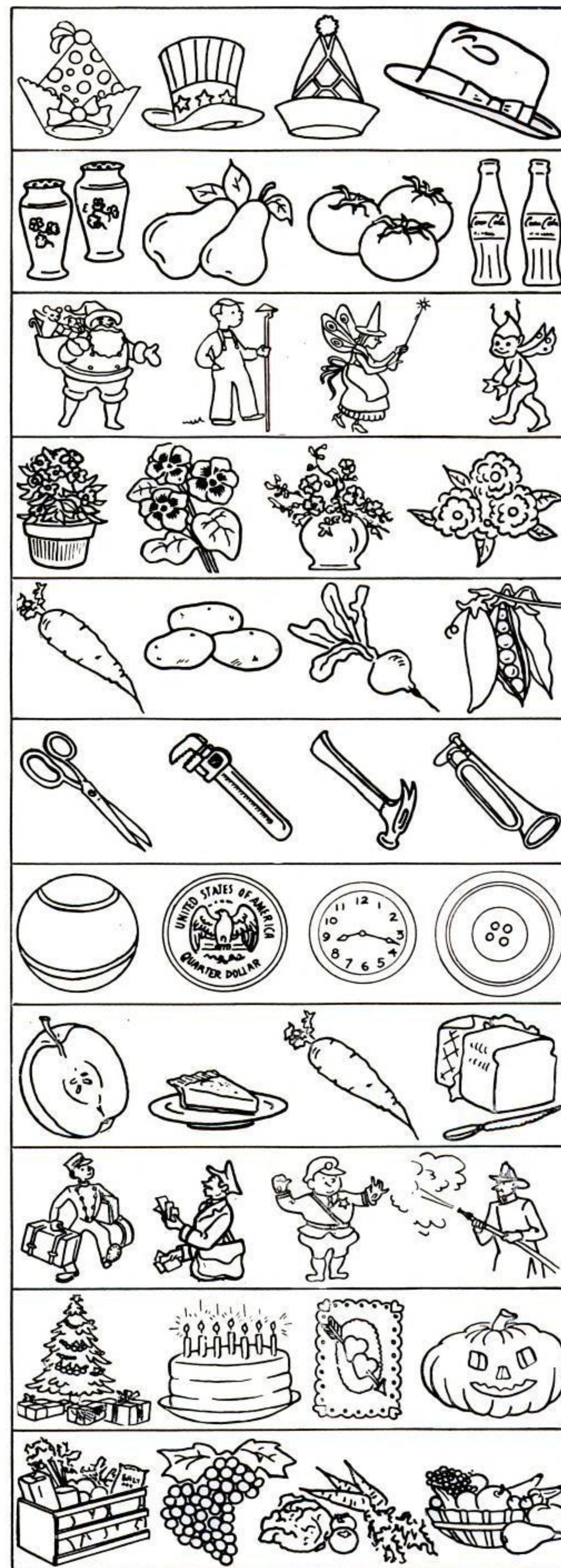
I'm no wise guy . . . just a practical Joe.
That's why I insist on Wings. In Dan River's
smooth Prince Oxford cloth, they're one
unbeatable combo of good looks and value . . .
worth every cent they cost — and more!



WINGS SHIRT CO., EMPIRE STATE BLDG., NEW YORK

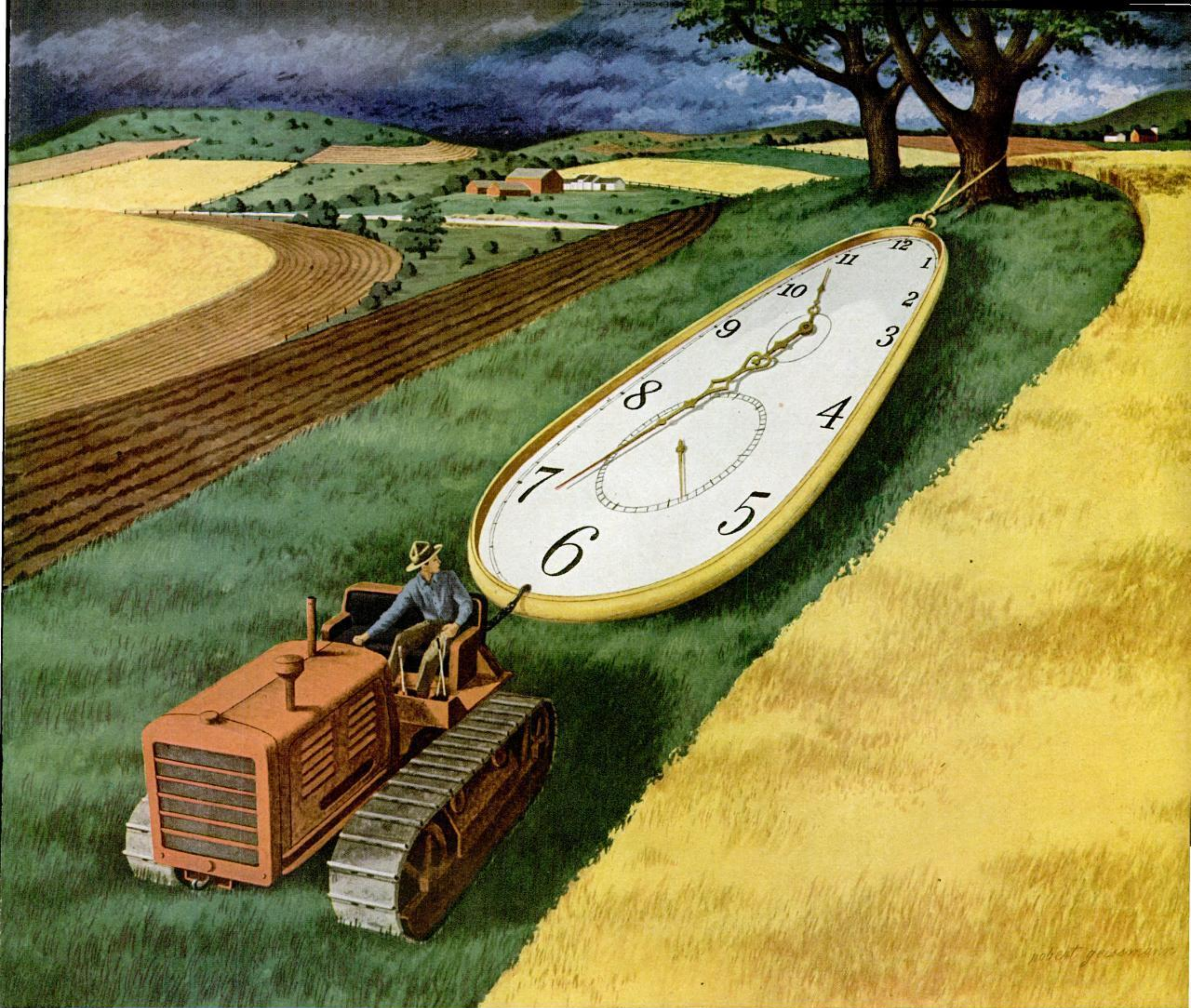
Intelligence CONTINUED

REASONING



UNRELATED OBJECT in each line is out of keeping with the rest. In the top line, for example, all but fedora are party hats. This is a test of reasoning power, which is important in intellectual occupations. Time: three minutes.

[CONTINUED ON PAGE 65](#)



TIME GROWS *longer*

● To a powerful and long-lasting engine, add new oils which stretch TIME—make time grow longer.

Shell scientists have done precisely this for the Diesel engine. Stops for overhaul have become fewer. And a Diesel's ability to *keep* running on and on—at low cost—has been increased.

More than 9 years ago, Shell Research began developing "time extenders"—ingredients, which added to Diesel lubricating oil, would lengthen the *running* time between overhauls.

They left the beaten path and, in fields far removed from lubrication, found ingredients with very unusual—but very *usable*—properties when blended with quality lubricating oils. Each ingredient, in fact, had a special ability to fight off one or more of the Diesel's enemies—sludge, carbon, lacquer, acids and wear.

Gradually and patiently they developed ways

to *blend* these "time extenders," one by one, with lubricating oil. And with each new component came better Diesel lubrication.

Now, as their latest achievement, *all* these components have been teamed together in new-formula Diesel lubricating oils—*Shell Talona* and *Shell Rotella Oils*.

The most gruelling tests prove the unbelievable:

Lubricating oils that keep pistons, rings and crankcases "clean as new." That can reduce wear to an incredible minimum. And that can add hundreds of extra hours to the previous running time between engine overhauls!

Development of Talona and Rotella Oils is only one research achievement by which Shell demonstrates leadership in the petroleum industry, and in petroleum products. Wherever you see the Shell name and trade mark, Shell Research is your guarantee of quality.

Out of leadership in Research ... a finer motor oil for your car

The same Shell Research which created Shell Talona and Rotella Oils also developed Shell X-100 Motor Oil for your car. Its "X" safety factors resist oil "breakdown" at sustained speed... prolong engine life... and keep your motor clean. For extra protection change to Shell X-100.



*Horizons widen
through
Shell Research*

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Incorporated

Copyrighted material

The last word in Gifts for Men...



Courtley

After-Shave Lotion
6-month size \$2.50
Refill or travel size \$1

Shave Bowl
1-year size \$1.50
Refill 75¢

Men's Cologne
6-month size
23-carat gold-fired
flagon \$5. Refill \$2.50

MAGNIFICENT MEN'S TOILETRIES IN MATCHLESS CONTAINERS

He'll get a tremendous thrill when you give him magnificent Courtley toiletries on Father's Day, or for Graduation, or any occasion! Recognized as the best and most handsome products for men, they'll thrill him every day for years, because the "permanent" containers last indefinitely.

He'll enjoy that fine, luxurious "rich-cream" Courtley lather . . the stimulating after-shave lotion with its manly fragrance . . the skin-smoothing after-shave powder . . the clean, magnetic, masculine air they give him. Look for Courtley products on counters and in windows of the best stores everywhere.

Combination sets in many colors to decorate the bedroom or bathroom. A complete line of men's toiletry needs—cologne, hair dress, powder, deodorant cologne, soap, etc.



Lotion, Powder, Cologne, Shave Bowl—\$8.25



After-Shave Lotion, Powder, Shave Bowl—\$5.75



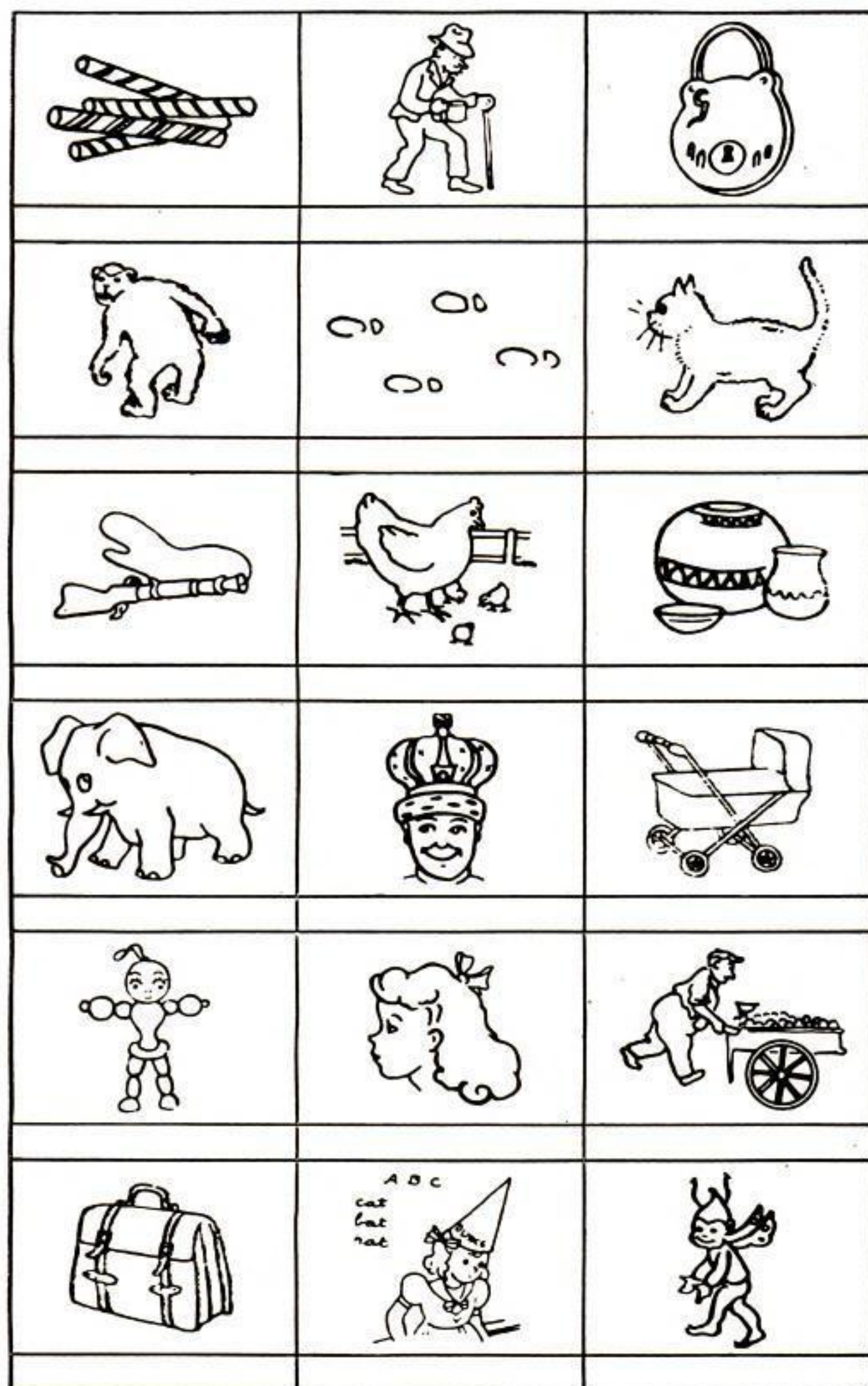
After-Shave Lotion, Powder—\$4.25



After-Shave Lotion, Shave Bowl—\$3.75

All sets in magnificent colors—Dubonnet, Irish Moss Green, Ebony, Saddle Tan, Virgin White, Courtley Gold. (All prices plus tax). COURTLEY, LTD., NEW YORK, LOS ANGELES.

WORD FLUENCY



NAMING PICTURES with words which all begin with the same letter (in this case P) measures fluency of vocabulary. This quality is indispensable to writers, teachers, lecturers. Average person takes two minutes to name all 18.

VERBAL UNDERSTANDING

1. JUVENILE _____ AWKWARD	YOUTHFUL	DEPENDENT	BASHFUL
2. FAMOUS _____ FLUVIAL	RENEWED	FAITHFUL	RENOWNED
3. OVERT _____ RICH	OPEN	TRIFLING	QUIET
4. WANTON _____ GAINFUL	UNRESTRAINED	EXTENSIVE	SOFT
5. REMOTE _____ INIMICAL	DISTENDED	SPARSE	FAR
6. POTENT _____ GAY	THICK	TIRESOME	STRONG
7. OPULENT _____ WEALTHY	ELECTIVE	CONTRARY	HATEFUL
8. SERE _____ WITHERED	CHEAP	HELPFUL	SINGLE
9. ECCENTRIC _____ EMPHASIZED	WARY	AWFUL	STRANGE
10. VOLUBLE _____ EDIBLE	ENLARGED	DREAMY	FLUENT
11. ANONYMOUS _____ RECONDITIONED	DESTRUCTIVE	NAMELESS	SYNONYMOUS
12. ACOUSTIC _____ MELODIOUS	AUDITORY	SELDOM	ECSTATIC
13. INEBRIATE _____ KINGLY	WEARY	FRISKY	DRUNKEN
14. SUPERB _____ GILT	MAGNIFICENT	IMMENSE	MINUTE
15. FLAGRANT _____ NOTORIOUS	PATRIOTIC	INFLATED	SUITABLE
16. CAPACIOUS _____ HUNGRY	SAVAGE	ROOMY	ODOROUS
17. FETID _____ AMUSING	FEVERISH	PUTRID	CONTAGIOUS
18. GROTESQUE _____ LIVELY	RECUMBENT	BIZARRE	TRAGIC
19. MALIGNANT _____ STOLID	HARMFUL	WORN	POOR
20. INNATE _____ DRUNK	INHERENT	IMPERATIVE	PASSIVE
21. PRODIGAL _____ LOST	BELOVED	EXTRAVAGANT	YOUNG
22. FRANK _____ POPULAR	QUEER	BRUTAL	OPEN

SYNONYM for each word at left can be found among the other words in same line with it. Ability to pick them out shows extent of word understanding, which is a vital factor in learning process. Most high-school graduates get 15 right.

- CONTINUED ON NEXT PAGE

**THE FIRST TASTE TELLS YOU IT'S
GOOD TO THE LAST DROP!**



**TRUST MAXWELL HOUSE to make
a better INSTANT COFFEE!**

1. It has the true coffee flavor and true coffee aroma you've looked for in instant coffees. And why shouldn't it have? It's *all* pure coffee . . . full-bodied, roaster-fresh coffee in instant form!

2. It's the world's most popular blend of coffee . . . made from your favorite Maxwell House blend! How *could* any other instant coffee taste so wonderful?

3. It's produced by coffee experts who have made coffee their *sole profession* for more than half a century . . . experts who really *know* the fine art of coffee blending and roasting. It's Instant Maxwell House, made instantly in the cup . . . and *Good to the Last Drop!*



Thrift Tip! A jar of Instant Maxwell House makes *fully* as much as a pound of regular coffee. And you make only as much as you need. No leftover coffee . . . no grounds to throw away.

The Maxwell House Blend

No other Instant Coffee like it!

TAN

with **SUTRA**

FILTERS SUN SPEEDS TAN

the famous **one-day way**

no other product lets you
tan more quickly
yet more safely!

Gain extra hours in the sun... acquire a glorious tan safely in a single day with SUTRA.

Use SUTRA... it blocks out the burn rays... lets the tan rays come through... permits prolonged exposure without risk of painful sunburn.

Use SUTRA... for only SUTRA employs hydroquinone... the wonder sun filter of modern science... to screen out burn rays.

Use SUTRA... either SUTRA Lotion or SUTRA Cream, whichever you prefer. Both are highly effective... lightly scented... non-greasy... so easy and pleasant to use.

At your drug or cosmetic counter

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Copyright 1947, ARTRA COSMETICS, INC.

T.M. SUTRA REG. U. S. PAT. OFF.

Intelligence CONTINUED

NUMBER FACILITY

0 —	1 ·	2 ..	3 ...	4	5 —	6 ·	7 ..	8 ...	9
10 =	11 =	12 =	13 =	14 =	15 =	16 =	17 =	18 =	19 =

NUMBER CODE is based on numerical system of the ancient Maya. To prepare for test, study Maya numbers 0 to 19 (above). Numbers 20 and over, expressed by combining symbols one above another, are deciphered by multiplying the bottom symbol by one, top symbol by 20, and adding (below, right).





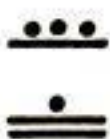




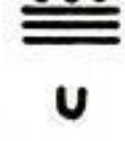

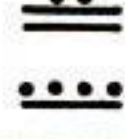

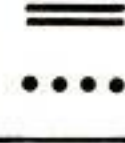


EXAMPLE 1

$$\text{..} \times 1 = 7$$

EXAMPLE 2

$$\begin{array}{r} \text{·} \times 20 = 120 \\ \text{..} \times 1 = 7 \\ \hline 127 \end{array}$$

ABILITY TO CALCULATE, tested by this exercise, is one of the most specific of the primary mental functions. It is essential to clerks, cashiers and accountants, valuable in many other professions. To take the test, which should require five minutes, write equivalents of Maya numbers in boxes at right.

HAPPY FATHER'S DAY. NEXT YEAR IT WILL BE

HAPPY GRANDFATHER'S DAY. LOVE=

YOUR SON.



June 15 . . . Father's Day. Another happy occasion to send your warmest greetings to a loved one . . . by telegram

THE YELLOW telegraph blank is a high spot on Father's Day, birthdays, holidays or any happy occasion. For it tells your favorite people they hold a special place in your thoughts.

Either write your own telegram or use any of the suggested Father's Day greetings in the handy leaflets waiting for you at any Western Union office. Your message will be delivered on colorful, attractive Father's Day stationery.

In business, too, a telegram is something "special." Businessmen have always known it says: "I'm important, open me first."

At home or traveling, telegrams are easy to send. Just drop into the near-by Western Union office or telephone Western Union from home or from any phone booth. Telegrams from home can be charged to your phone . . . and from phone booths can be paid for through the regular coin slots. Remember, always use Western Union for every "keep-in-touch" purpose.

It's "Diploma Time"



● Time to tell the young graduate that your best wishes are with him or her on this happy day. And there's no better way to convey your best wishes than by Western Union—for a telegram is really "something special"—makes every happy occasion even happier.

"Isn't there someone who would like to hear from you today?"



WESTERN UNION TELEGRAM

RF79 12=

J C LYNCH=

1575 ODELL ST NEW YORK NY=



CANADIAN ROCKIES

THEY ABOUND IN WILD ANIMALS,
GLACIERS AND LUXURIOUS HOTELS

PHOTOGRAPHS FOR LIFE BY ANDREAS FEININGER

This summer a half million Americans will journey by train, plane, bus and family car 130 miles north of the Canadian border in Alberta. There in the heart of the Canadian Rockies they will come upon the Western Hemisphere's largest land area devoted solely to pleasure. In Banff and Jasper National Parks they will spend their vacations amid a wild and beautiful profusion of towering mountains, turbulent streams and shifting glaciers.

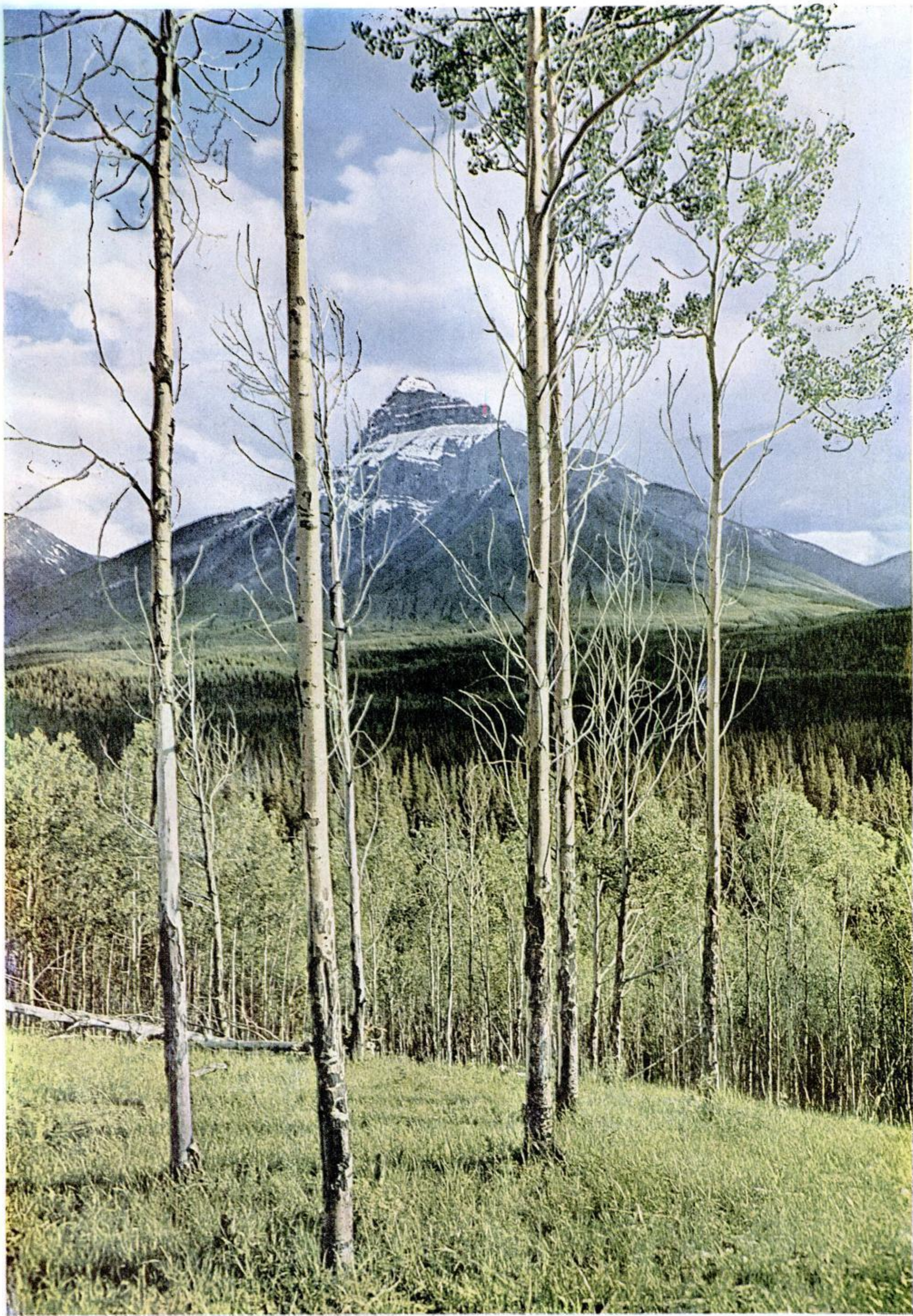
The peaks, none higher than 12,300 feet, have a stark, rugged aspect more spectacular than that of many higher ranges. Below the summits but still a good 3,000 feet above the timberline lie some 150 square miles of ice fields, the slowly disintegrating remnants of the Ice Age. From these retreating glaciers waters flow out to three oceans—the Pacific, the Atlantic and the Arctic. On the lower slopes vast herds of elk and deer live in the sanctuary provided by the parks.

Threading through this magnificent wilderness is a network of civilization maintained by the Canadian National and Canadian Pacific railroads. They have built luxurious hotels filled with broad picture windows and plenty of steam heat, overlooking lakes and waterfalls. Such accommodations, combined with rail fare to and from a city as far away as Chicago, may run to \$400 per person for a two-week vacation. More modestly, people may take their own cars and stay in lodges for \$2.50 a night, or even camp out in auto parks equipped with free running water, stoves and firewood.

At Banff visitors may swim in pools fed by the 90° water that bubbles up from natural hot springs, shuttle by the ice fields in automobiles or play golf in mountain-rimmed valleys. In the hotel at Lake Louise they may put their names on "sunrise call," to be awakened at 4 a.m. to gaze from their warm rooms at the sunrise reflected in the stillest and most perfect of all mountain lakes. At half a dozen places tourists may hire ponies to climb the Great Divide into mid-summer sleet and snowstorms. And far at the northern limits of Jasper Park the hardest mountaineers may pull and hoist themselves up a cliff and become the first human beings to scale some lonely peak.

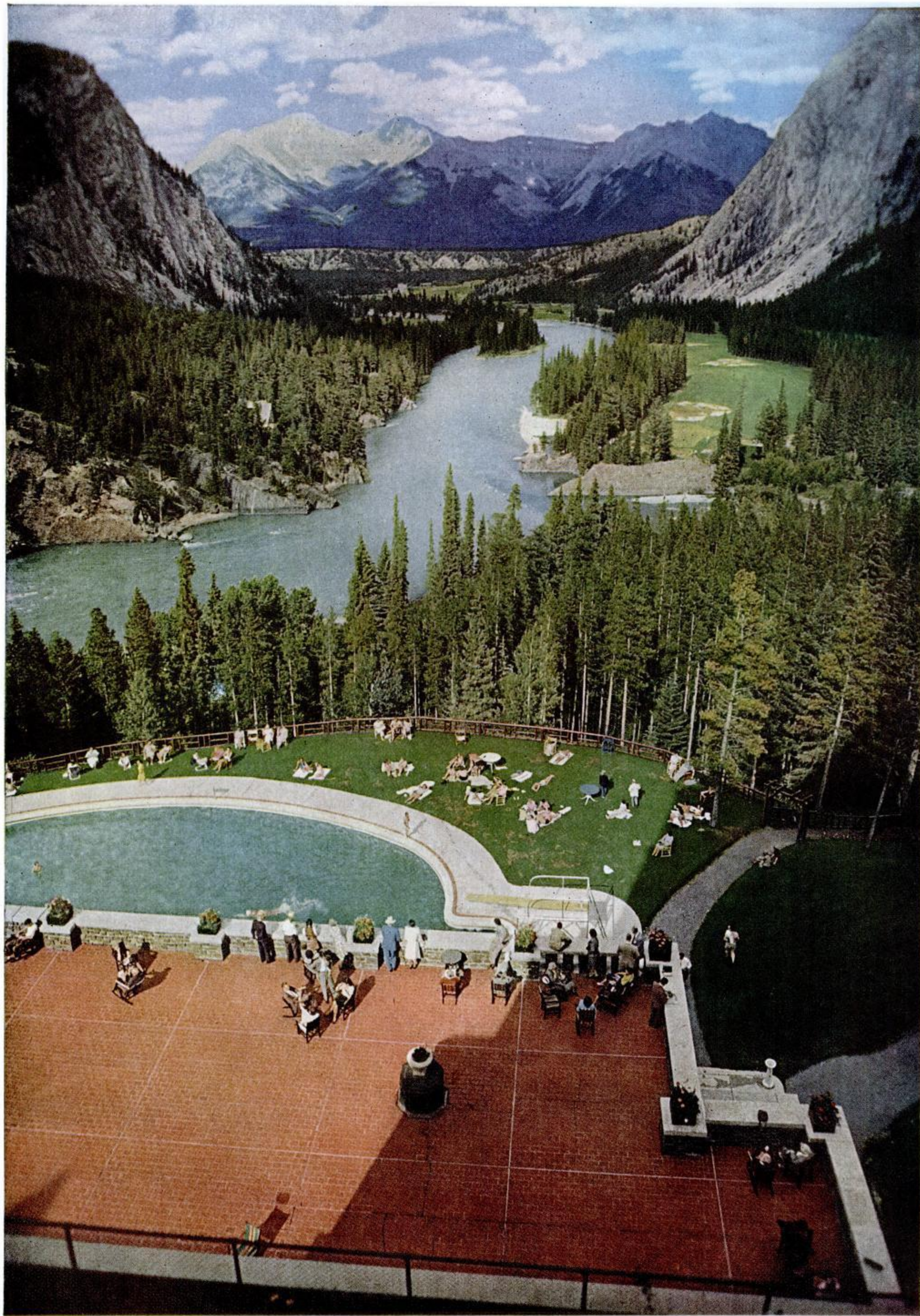
MOUNTAIN TRAVEL IS EASY

A network of railways and numbered highways carries visitors by train and auto into these two parks of the Canadian Rockies. Ninety percent of the tourists come from the U.S. The Snow Dome (center) is highest glacial point of Columbia Icefields (10,000 feet above sea level). Mt. Eisenhower, formerly Castle Mountain, was rechristened in 1946.



PILOT PEAK

Along the Banff-Jasper Highway 12 miles west of Banff looms Pilot Mountain, which is visible here through a long grove of aspen trees. Early fur trappers used it as a guidepost for their expeditions westward through the Rocky Mountain range.



BANFF SPRINGS HOTEL

Canada's most fashionable hotel was first built by Canadian Pacific Railway, costs \$14.50 daily. Guests fish, golf, ride through the magnificent surrounding ranges, swim in the spring-water pool (*foreground*). The hotel is heavily booked through 1949.



MOUNT RUNDLE

The strange slab-sided formation of this mountain (*above*), south of Banff, is the result of a slow, tremendous upheaval of the earth's crust some 60 million years ago. Today at dawn and twilight giant moose feed in the quiet marsh waters of the Bow River at the foot of the mountain. Overly inquisitive tourists risk being charged by a surprised or irritated bull moose.

ATHABASKA VALLEY

Framed by the towering peaks (*left to right*) of Christie (10,180 feet), Brussels (10,370), Belanger (10,200) and Fryatt (11,026), the Athabaska River flows through the Canadian Rockies for several hundred miles, broken by giant falls. This valley, one of the most spectacular in the area, is impenetrable six months of the year. Athabaska is Indian for "where there are reeds."

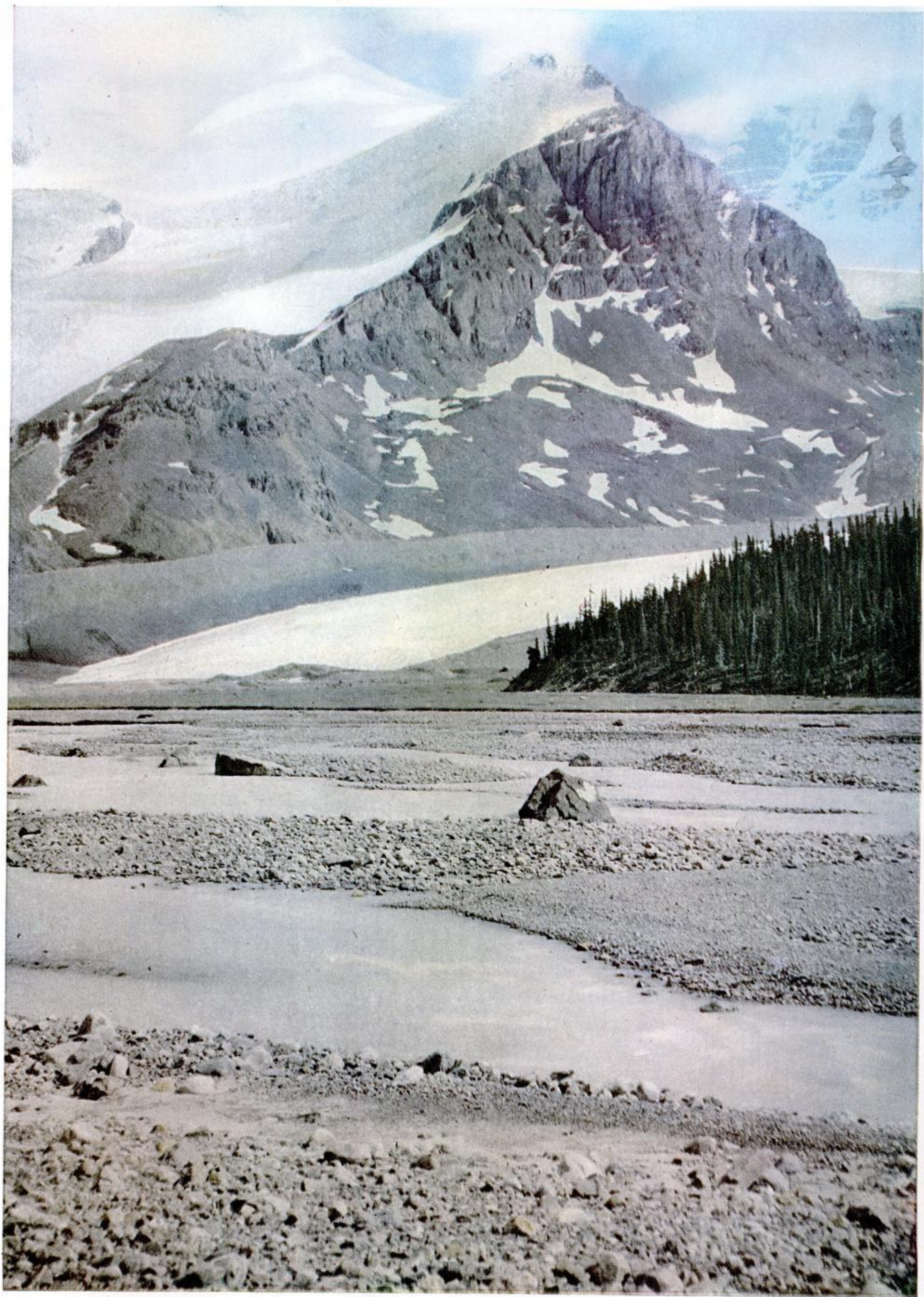






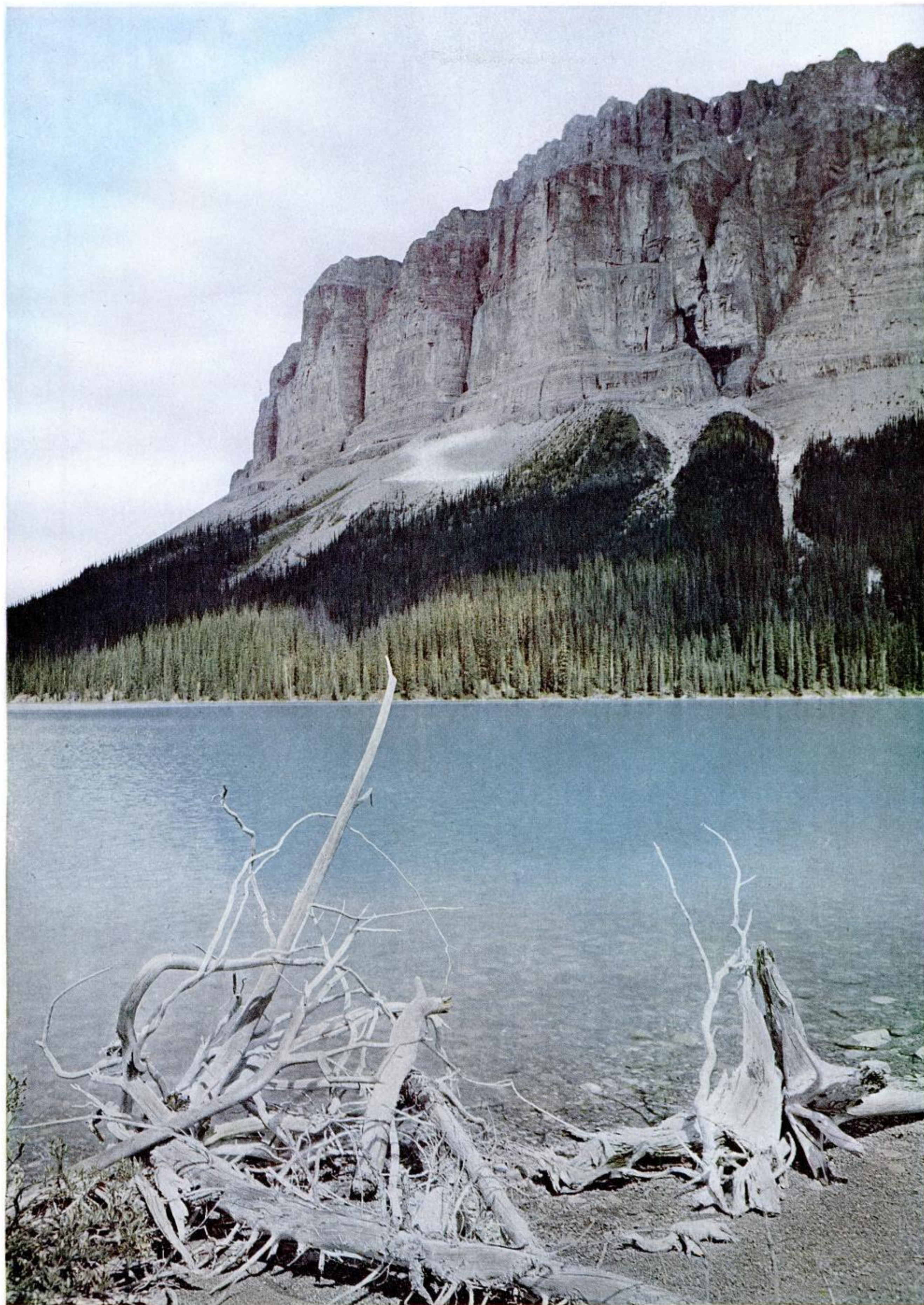
THE NARROWS

Hidden away in the furthest reaches of the Brazeau Range in eastern part of Canada's Jasper National Park is Maligne Lake, surrounded by some of the loveliest forests in America. This tiny, pine-covered island in the Narrows separating the upper and lower lake is a favorite camp ground for energetic vacationists. To reach it they must drive to head of the lake, then take boat.



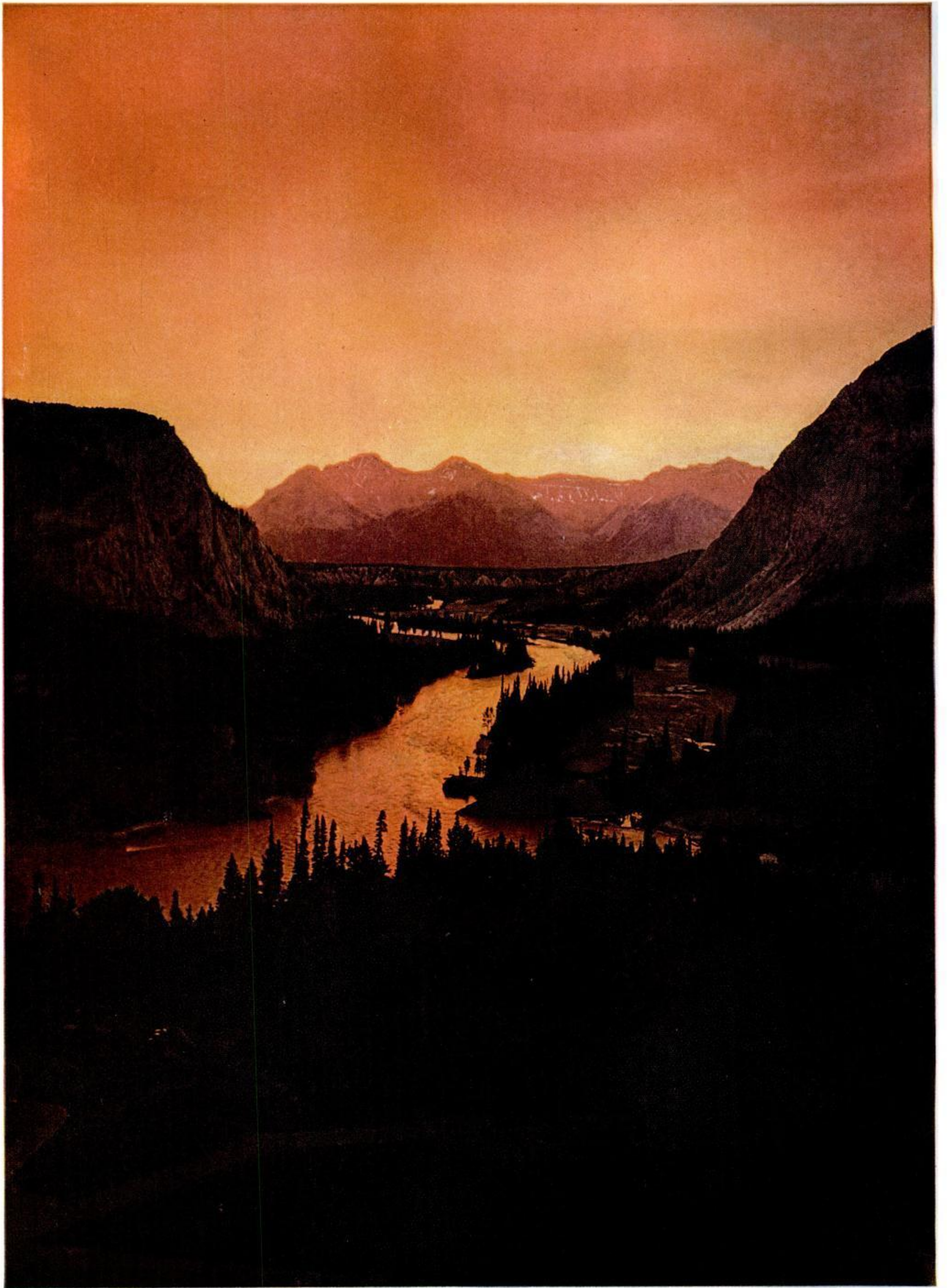
MOUNT ATHABASKA

Athabaska Mountain overlooks the famed Columbia Icefield. Glaciers such as this one (across stream, at foot of mountain) are last remnants of a prehistoric ice mass which spread over western Canada and into the U.S. about a million years ago.



MALIGNE

At the far end of Maligne Lake stand many towering mountains as yet unscaled and unnamed, rising as high as 11,000 feet. The lake itself, shading from pale to deep turquoise and piled high with silver driftwood, lies at an elevation of 8,500 feet.



SUNRISE OVER BOW RIVER

Among the most awesome sunrises in the world are those seen by early risers at the Banff Springs Hotel. Dust and storm clouds of early summer cause strong yellow and purple reflections which illuminate the Bow Valley and surrounding peaks.

The Earlys are never Late for the Movies

...on time with their new Sentinel Electric

Kitchen Clock...it cost only a thrifty **\$4.50**



Illustrated: Mural Kitchen Clock. For description see below.



Of course it's an Ingraham Sentinel — easy to see, easy to keep clean — motor completely sealed in oil for accuracy and long life. There's 116 years of experience behind this beautiful clock.

A few others of the great new Ingraham Sentinel line of clocks, spring wound and electric — and watches, wrist and pocket — are illustrated. Look at those economy prices!

These reliable beauties are at good stores everywhere. (No mail orders, please!) Let the new Sentinel clocks and watches "guard your precious time"!

THE E. INGRAHAM COMPANY
BRISTOL, CONNECTICUT ESTABLISHED 1831
In Canada—The Ingraham Canadian Clock Co., Ltd., Toronto

Ingraham
SENTINEL
(Reg. U. S. Pat. Off.)
CLOCKS AND WATCHES
"Guard Your Precious Time"



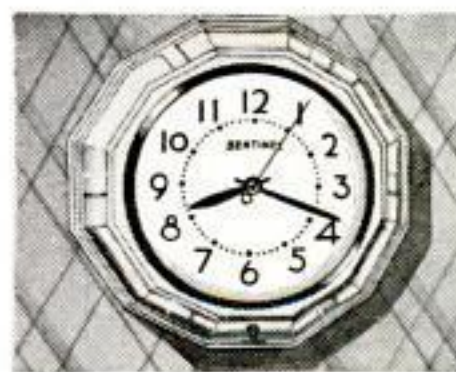
SULTAN: The new Sentinel 1-day Alarm Clock with single wind for both alarm and time. Watch-type escapement, pleasant bell alarm. In black metal case with nickel trim. Clear dial. Exclusive of taxes, \$3.25.



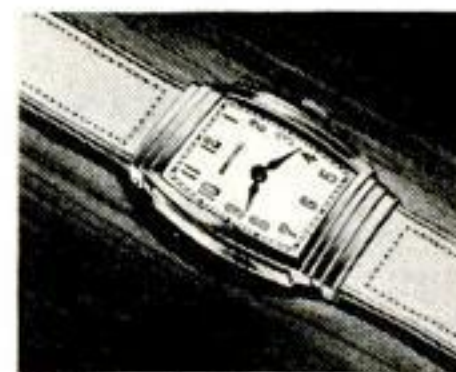
LYRIC: The new Sentinel miniature self-starting Electric Alarm Clock with the 1-2-3 alarm. Silver-plated metal case, easily read numerals. Only 4 1/4" high. Exclusive of taxes—Price \$4.95.



AUTOCRAT: Sentinel's new Pocket Watch. A chromium-plated beauty with outside black enamel numeral dial. Has modern, red, dial-type second indicator. Exclusive of taxes—Price \$2.50.



MURAL: Sentinel's modern design electric self-starting Kitchen Clock. Easy to see, easy to keep clean; 5" embossed white dial, convex glass, convenient bottom set. Exclusive of taxes—Price \$4.50.



CAMEO: The ultra-smart new Sentinel Wrist Watch. 10 kt. rolled gold case, stainless steel back. Raised numerals. Pigskin strap with 10 kt. rolled gold buckle. Clear convex crystal. Exclusive of taxes—\$7.95.



ARLINGTON: Sentinel's new wood-case electric self-starting Desk or Table Clock. Beautifully grained walnut. 6" high. Motor completely sealed in oil. Exclusive of taxes—Price \$12.50.

Prices quoted are subject to change.

Copyrighted 1947 by The E. Ingraham Company, Bristol, Conn.



Dance dresses cost \$25 for the striped one,
\$45 for Bergdorf Goodman's best buy (*right*)

\$10.95 to \$49.95

Fifth Avenue's Best Buys

Smart shoppers can find good values in budget departments

In the past months U.S. women have become persnickety about the prices of their clothes. For the first time in five years they are buying only what they want instead of anything they can get. The result has been a snowballing buyers' strike against high-priced clothes, and all over the country there is a disquieting lack of bustle in the better-dress departments where prices start at \$50 and go up into the \$200 and \$300 bracket.

Meanwhile sales in budget shops have been booming. Women have had a chance to learn that a well-styled, well-made dress may be had at moderate price in exchange for patient and persistent shopping. To find out precisely what summer bargains were to be had LIFE asked six top New York stores to select the garments which they considered their best buys. Their choices, photographed with the props of high fashion, appear on these pages.



STREET CLOTHES like Henri Bendel's white suit (*left*, \$29.95) are sturdy, well cut. Striped seersucker is \$10.95, chambray \$26.95.



BLACK LACE over a crepe skirt (*left*) costs \$29.95. Like sleeveless models (*background*), it is appropriate for cocktails, dining out.



DARK FAILLE SUIT, at \$19.95, is suggested by Franklin Simon's budget department as a practical, attractive value for the money.

NORMAN Z. McLEOD—director of Samuel Goldwyn's technicolor comedy "The Secret Life of Walter Mitty," starring Danny Kaye and Virginia Mayo—says:



"Scripto pencils are one prop I use for every scene"

In sketching scenes before he films them and in handling script changes during shooting, Mr. McLeod uses Scripto mechanical pencils. With a Scripto long-lead pencil between his fingers, he knows he can concentrate on the job in hand. And you can, too—because the Scripto pencil is always sharp, always ready to work when you are. Get one today, and join the growing list of successful people in every field who depend on Scripto performance. Take several home with you and enjoy their convenience there. In their brilliant colors, they make exciting gifts for school children. And they can be imprinted for advertising or for your company identification.

Scripto
REG. U.S. PAT. OFF.

LONG-LEAD MECHANICAL PENCIL

You can renew the lead and eraser in a Scripto pencil in a few seconds with long, strong Scripto refill leads and snap-in erasers. Keep a pack of each within your reach.

10¢

(Prices higher in Canada)



Arrow indicates refill signal visible through jewel-like translucent barrel of model illustrated. Also in opaque plastic.

20¢

Best Buys CONTINUED




FOR RECEPTIONS and garden parties clothes should look feminine and dainty. This black and white sheer dress costs \$29.95.



SUBURBAN WIVES, driving to town for dinner or cocktails, will feel comfortable and smart in a graceful crepe print dress (\$29.95).

CONTINUED ON PAGE 83



*Father's Day
June 15th*

Give him something he wants . . . Give him some real good Socks . . . Give him the BEST . . . There are more than a thousand different Interwoven Socks from which to choose . . . Wonderful color blendings . . . You can't beat these good-looking Socks for LONGER WEAR.

COPYRIGHT BY
INTERWOVEN
STOCKING
COMPANY
1947

Interwoven Socks

The Greatest Name in Socks

Hungry for garden goodness? Have variety like this again!

1-We put extra care here

Probably the last place you'd expect to find a refrigerator is out in an asparagus field!

But that—on a mammoth scale—is just what you'd see in the delta lands where Del Monte is pioneering a new type of flavor protection for canned asparagus. Right in those fields where this new process has been installed, freshly-cut asparagus spears travel through a refrigerating device which cools them to about 32 degrees. Then they're immediately covered with finely ground ice and rushed to our nearby cannery. No matter how hot the day, they arrive cold and snapping-crisp—ready to can with all their natural flavor.

And this is only one instance of the lengths to which Del Monte goes to get its vegetables packed at peak freshness and flavor. *Flavor is our responsibility*—to you and to our brand. We know every bit of extra care we take means greater enjoyment for you.

2-You get extra flavor here

Isn't it wonderful to be able to pick and choose again? No more guesswork with unknown brands! You can find a vegetable for every menu need—all with this one dependable Del Monte quality you know so well. So don't deny yourself! Have them often—in salads, hot dishes, as-you-will. You can't miss on vegetable enjoyment—any time you say "Del Monte"! Here's one grand proof right here—this meatless

RING-A-ROUND MAIN DISH

- | | |
|------------------------------|---|
| ¼ cup chopped onion | 4 hard-cooked eggs, chopped |
| 3 tbsps. butter or margarine | 1 12-oz. can Del Monte Brand Golden Whole Kernel Corn |
| 6 tbsps. flour | 1 No. 2 can Del Monte Early Garden Peas |
| 1 tsp. savor salt | |
| ⅛ tsp. pepper | |
| 2 cups milk | |
| 1 bouillon cube | |

Sauté onion in butter until limp; stir in flour and seasonings. Dissolve bouillon cube in milk, and add gradually to flour and seasonings. Stir until thick and smooth. Remove from heat; fold in hard-cooked eggs. Pour half this mixture into 2-qt. casserole; add layer of drained Del Monte Corn and Del Monte Peas, using half a can of each. Pour remaining egg sauce over vegetables and bake in moderate oven (350° F.) for 20 min. Serve topped with rings of remaining corn and peas, heated and seasoned, as shown. Serves 4 to 6.

Extra flavor? Sure—Del Monte always puts

flavor first

Del Monte
VEGETABLES





TRAVEL SUITS by Saks Fifth Avenue (*foreground*) and B. Altman do not wrinkle easily. Cost: \$29.95 and \$35 respectively.



CASUAL COATS, a hard-to-find summer item, can be short, like \$22.95 topper (*left*), or long, like Lord & Taylor's coat at \$49.95.

SWEET AND LOW! THE NEW, REVEALING NECKLINES

Call for a lovely
SWEETHEART SOAP Complexion



This smart play dress—with its off-the-shoulder neckline and frankly flirtatious ruffle of eyelet embroidery—invites admiring glances to your exquisite SweetHeart complexion!

So discover the Floating Lift of
SWEETHEART'S Extra Lather



● Obey fashion's demand for lovelier skin! Today, begin SweetHeart Soap's amazing, new 1-2-3 *Extra Lather* Beauty Care.

Take advantage of its wonderful beauty help. For pure, mild SweetHeart gives up to *twice as much* lather as average beauty soaps. And this heavenly soft, rich lather has a gentle *floating lift*. Pictures taken through the microscope *prove* it.

Countless bubbles bathe the outer pore openings... *lift off—float away—*dirt and rough skin flakes to reveal natural smoothness, natural radiance.

DISCOVER SWEETHEART'S 1-2-3 *Extra Lather* BEAUTY CARE! Night and morning, massage your face for one minute with SweetHeart's *extra lather*. Rinse with warm, then cold water. Your skin is *cleansed... stimulated... looks more radiant!*



● For tub and shower, you can now also get the new, large bath size. SweetHeart's *extra lather* with its *floating lift* is marvelous for refreshing, luxurious baths.



The Soap that AGREES with Your Skin



SPRAYED IN GEOMETRIC PATTERNS ON OHIO FIELD, 2,4-D KILLED ALL DANDELIONS IN DARK AREAS. TECHNICIANS OF SHERWIN-WILLIAMS CO. CHECK RESULTS

WEED KILLER

Synthetic plant hormone destroys weeds but leaves lawn unharmed

Three weeks before the picture above was taken a recently developed weed killer called 2,4-D (dichlorophenoxyacetic acid) was sprayed on a field of dandelions in geometric patterns. In short order the dandelions in the sprayed areas died, but the grass remained intact. 2,4-D is a plant hormone derived partly from coal and petroleum which, even tremendously diluted, kills some 200 different weeds including poison ivy. But exactly how it does this is not known. One theory is that it

attacks the weed's cellular structure. The more accepted one is that 2,4-D stimulates the weed to such sudden growth that fibers swell and break. In any event, the weed vanishes from hayfields as readily as from lawns. Because of that work-saving fact, it is estimated that six million pounds of 2,4-D will be sold this year under a variety of brand names. Three manufacturers, well aware of this rich market, are currently involved in complicated litigation to determine rights to 2,4-D patents.

CONTINUED ON PAGE 85

ALWAYS DELIVERS!



YOU CAN DEPEND on Texaco Fire-Chief gasoline for:

A full flow of eager, surging power . . . delivered the instant you need it.

Alert, eager response. Fire-Chief answers fast . . . starts fast.

Smooth, economical driving. Fire-Chief is famous for lively, all-round performance.

AND THAT'S BECAUSE Fire-Chief has superior *Fire-Power* . . . made possible by Texaco's accurate balance of *all* the desirable qualities that make a fine gasoline.

TEXACO **FIRE-CHIEF** GASOLINE

THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES



TUNE IN . . . Texaco Star Theater presents the Tony Martin show every Sunday night. See newspaper for time and station.

I like the Air about You ...

When You Use
MENNEN SKIN BRACER

Its He-Man Aroma
"WOWS" the Ladies!



For close-ups! Dash Mennen Skin Bracer on your face, neck, and chin after every shave. Freshen up with it any time of day or night.



Helps heal razor nicks! Has a wonderful tingle that "wakes up" your face. Get Mennen Skin Bracer today! Regular size only 50¢—big 12-ounce bottle only \$1.00



**A WONDERFUL GIFT
FOR FATHER'S DAY!**



Keep Presentable Longer
with New **MENNEN LATHER SHAVE**

- It's three ways better! Wilts whiskers faster! Stays wet longer! Leaves skin smoother! Get **MENNEN LATHER SHAVE**—today! Plain or extra-cool Menthol-Iced.



Weed Killer CONTINUED



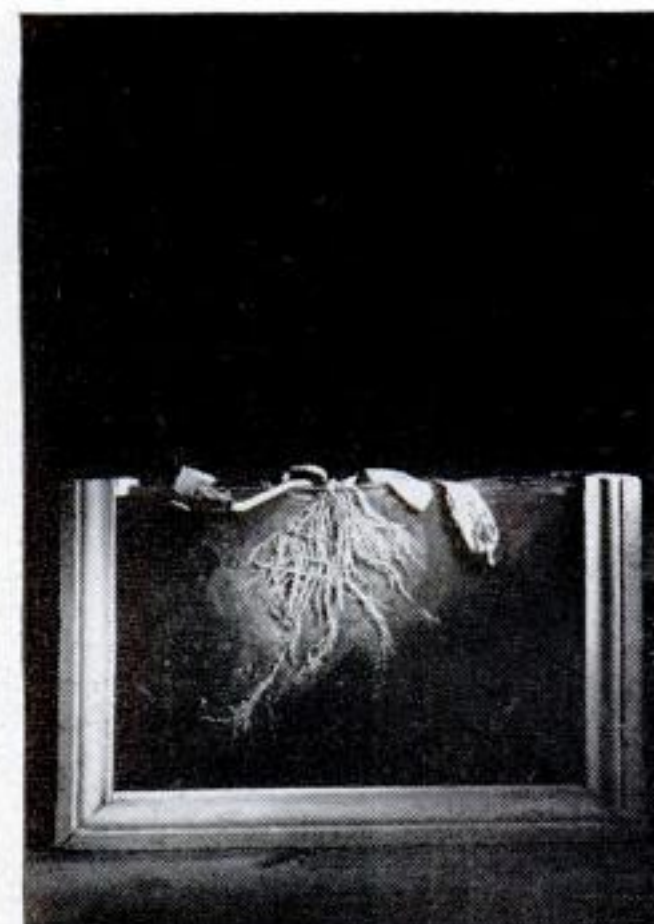
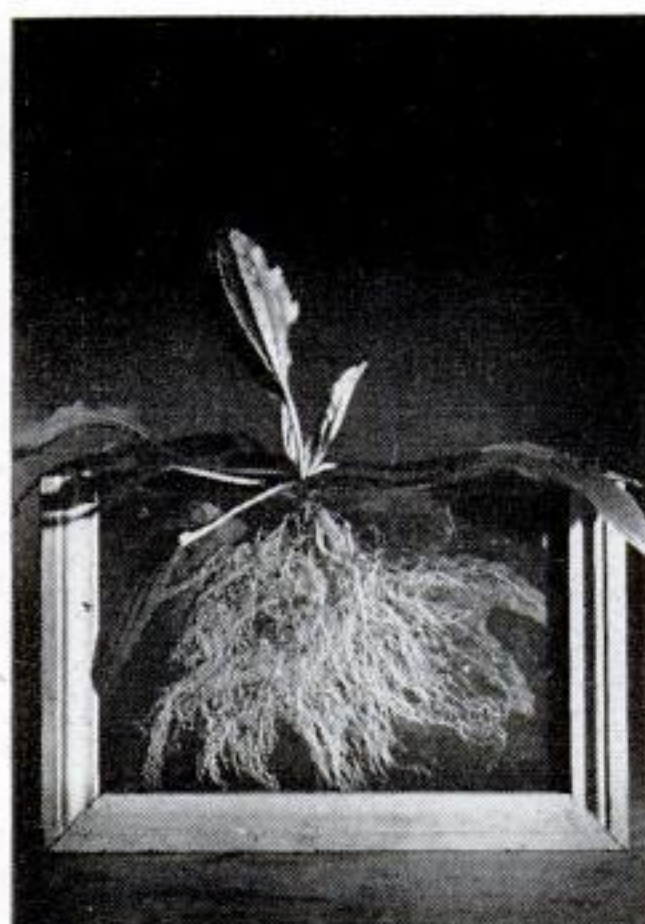
LABORATORY DEMONSTRATION begins with spraying of grass and five weeds. Mixture is one ounce of 14% 2,4-D solution to a gallon of water.



SELECTIVITY OF 2,4-D is shown 24 hours later when weeds have begun to wilt but grass remains flourishing. Dandelions begin to wilt in four hours.



THREE WEEKS LATER the weeds are withered and dead, while the grass is almost a foot high. One dollar's worth of 2,4-D treats a 40x40-foot lawn.



EFFECT ON ROOTS is shown above. The untreated plantain (left) has roots healthily thick. The treated weed's roots (right) are shriveled two weeks later.



“Is my Daddy in there?”

One way men can keep cool this summer is to rent a well-constructed igloo.

But that's the hard way. The easy way is to wear ARAZEPHYRS.

You can get Arazephyrs in regular shirts—white and pastel colors—with ties and handkerchiefs that harmonize handsomely. The shirts are tailored of featherweight fabrics—really cool. (\$3.25)

The same lightweight fabric is made up into short-sleeve sports shirts. (\$3.25) So...

If you're a Pop, why not drop a few discreet hints about wanting Arazephyrs for Father's Day? And if you're a single feller, the trick is to go straight to your Arrow dealer's and buy 'em for yourself!

Ties \$1.00 and \$1.50. Handkerchiefs 60¢.
Cluett, Peabody & Co., Inc.

FATHER'S DAY IS JUNE 15!
This year give Pop cool comfort
— give him Arazephyrs!



Father's Day Gifts

he'd pick for himself



A Schick Shaver that "fits his face"—

the Schick Shaverest that fits his Schick—or both.



Shaverest — Trademark Schick, Inc.

POP is a pretty practical person—that's why he has such great affection for Schick.

He knows that such a gift is more than a passing tribute to Father's Day. It's years and years of supreme shaving pleasure and convenience. It's blessed relief in handling his most trying daily chore.

So give him a Schick SUPER—the shaver that really "fits the face." Gets in and smooths away whiskers wherever they grow—upper lip, neck, around ears, everywhere. On upstroke, downstroke, it shaves beautifully in either direction, with both heads working as a team for any kind of whiskers.

Or give him a Schick COLONEL—with the world-famous 2-M Hollow-Ground head. The Schick

COLONEL brought shaving joy to hundreds of thousands of the men in our armed forces.

Or give him a Schick SHAVEREST. He'll rave over this ingenious device—a safe home for his Schick. Fits any Schick ever built. Holds shaver safe on wall. Keeps *all* his shaving needs fingertip handy next to mirror. Stops current automatically. Zips up the cord.

Or give him a combination—SUPER and Shaverest or COLONEL and Shaverest. Everything for shaving at its best and handiest in one package. Nothing else to buy, now or later.

So make this a Schick Father's Day. Make it remembered every day for a long, long time to come.

SCHICK INCORPORATED, STAMFORD, CONN.

Schick SUPER . . . \$18 • Schick COLONEL . . . \$15 • Schick SHAVEREST . . . \$7.95

SCHICK

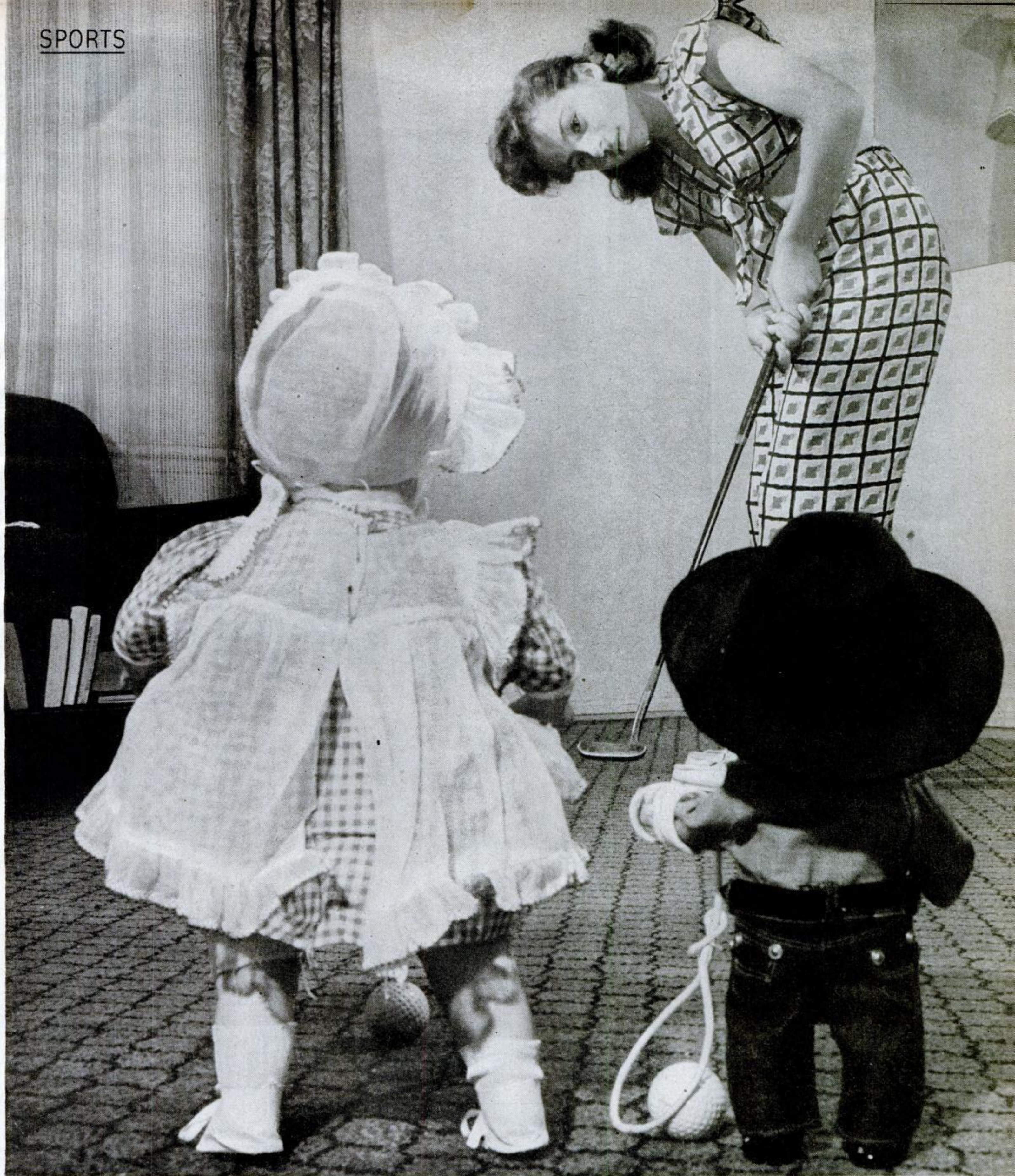
ELECTRIC

SHAVER

and

SHAVEREST

No nick, no burn,
no tricks to learn



BEFORE GOING OFF TO BED, 13-YEAR-OLD MARLENE BAUER, DRESSED IN HER PAJAMAS, PRACTICES PUTTING GOLF BALLS BETWEEN THE LEGS OF HER DOLLS

GOLFING PRODIGY

Marlene Bauer, 13, starts career with scores that are par for men

The 13-year-old kid shown above, who was playing with dolls not so long ago, now uses them for putting practice. The practice paid off in a Palm Springs, Calif. tournament this spring when she won by shooting a 70, which was par for men. She went on to win the Los Angeles City Championship for Women by beating a woman more than twice her age. This golfing prodigy is Marlene Bauer of Long Beach, Calif., who is 5 feet tall and weighs

106 pounds but has the coordination of a veteran.

Marlene's deadpan seriousness has led to the nickname of "Little Miss Poker Face." This summer, when she plays in women's tournaments, Marlene will undoubtedly come up against the woman's champion, 32-year-old "Babe" Didrikson Zaharias. Although experts have their doubts concerning the outcome, Marlene is confident. "I would like to play Babe," she says. "I think I can beat her."

...take 5"

When fish don't bite for Freddie White,
His Revelation still tastes right.
And though the fish remain alive,
He'll just sit back, relax, take five.



...take Revelation!

TAKE five minutes of pure pleasure with five great tobaccos in one perfect blend—Revelation Pipe Tobacco! Slow-burning and free-burning tobaccos are skillfully balanced so your pipe smokes *smooth, cool, fragrant...* and so steady!

Take 5! Take Burley for body, Carolina for color, Virginia for vigor, Latakia for lusciousness and Perique for piquancy.

"_take 5"
glorious tobaccos
in one great

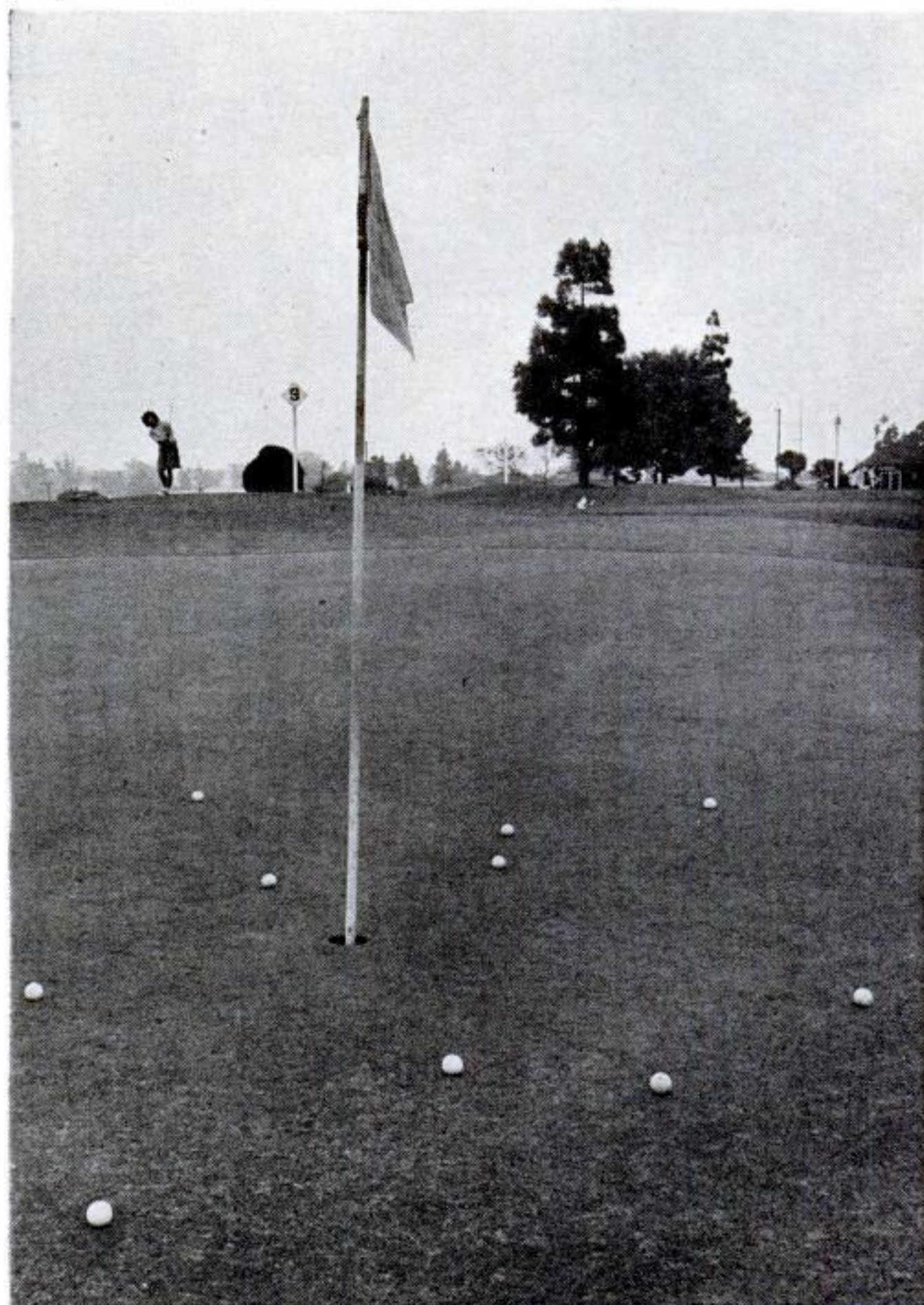


Made by the special PHILIP MORRIS process!

Golfing Prodigy CONTINUED



IN SAND TRAP Marlene blasts her ball out with hefty clout. She uses sand wedge custom-built by her father, a professional golf coach and clubmaker.

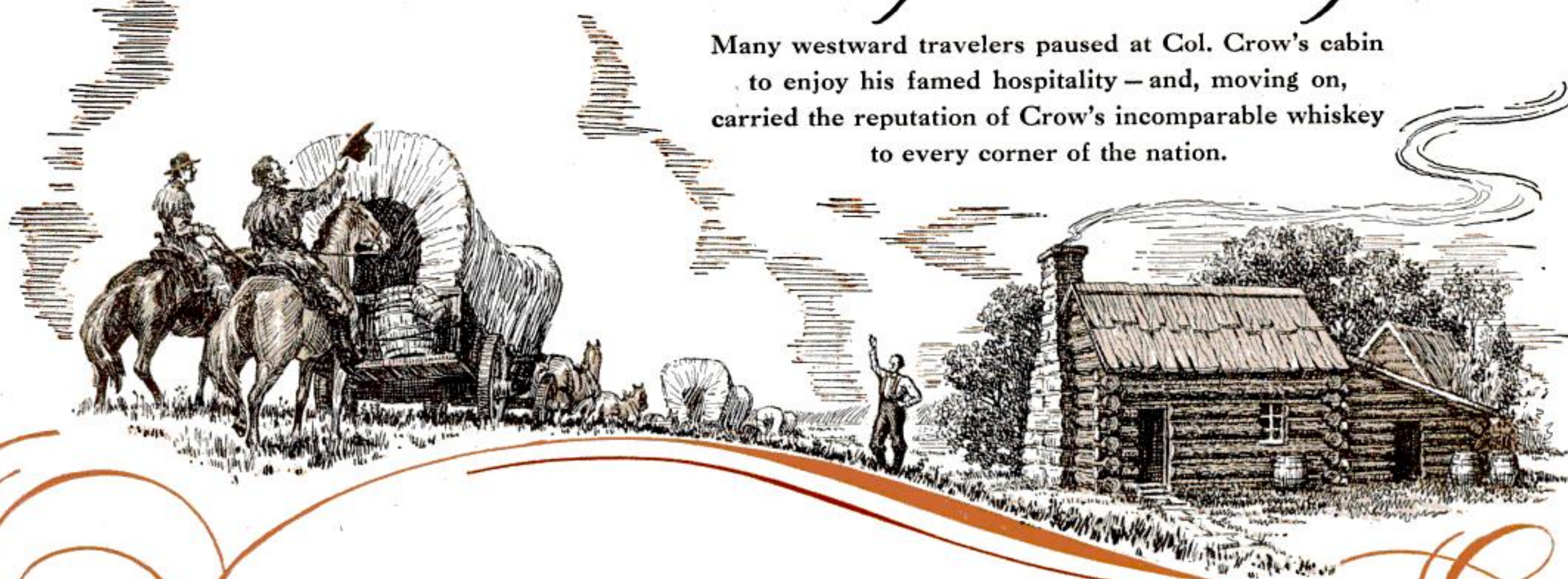


APPROACH SHOTS are right up to the hole. Marlene hit each of these 10 balls downhill from 40 yards away. All rolled up to within 7 feet of the pin.

CONTINUED ON PAGE 92

*The covered wagons stopped...
rolled on and spread his fame*

Many westward travelers paused at Col. Crow's cabin
to enjoy his famed hospitality — and, moving on,
carried the reputation of Crow's incomparable whiskey
to every corner of the nation.



THOSE IN THE KNOW — ASK FOR

OLD CROW

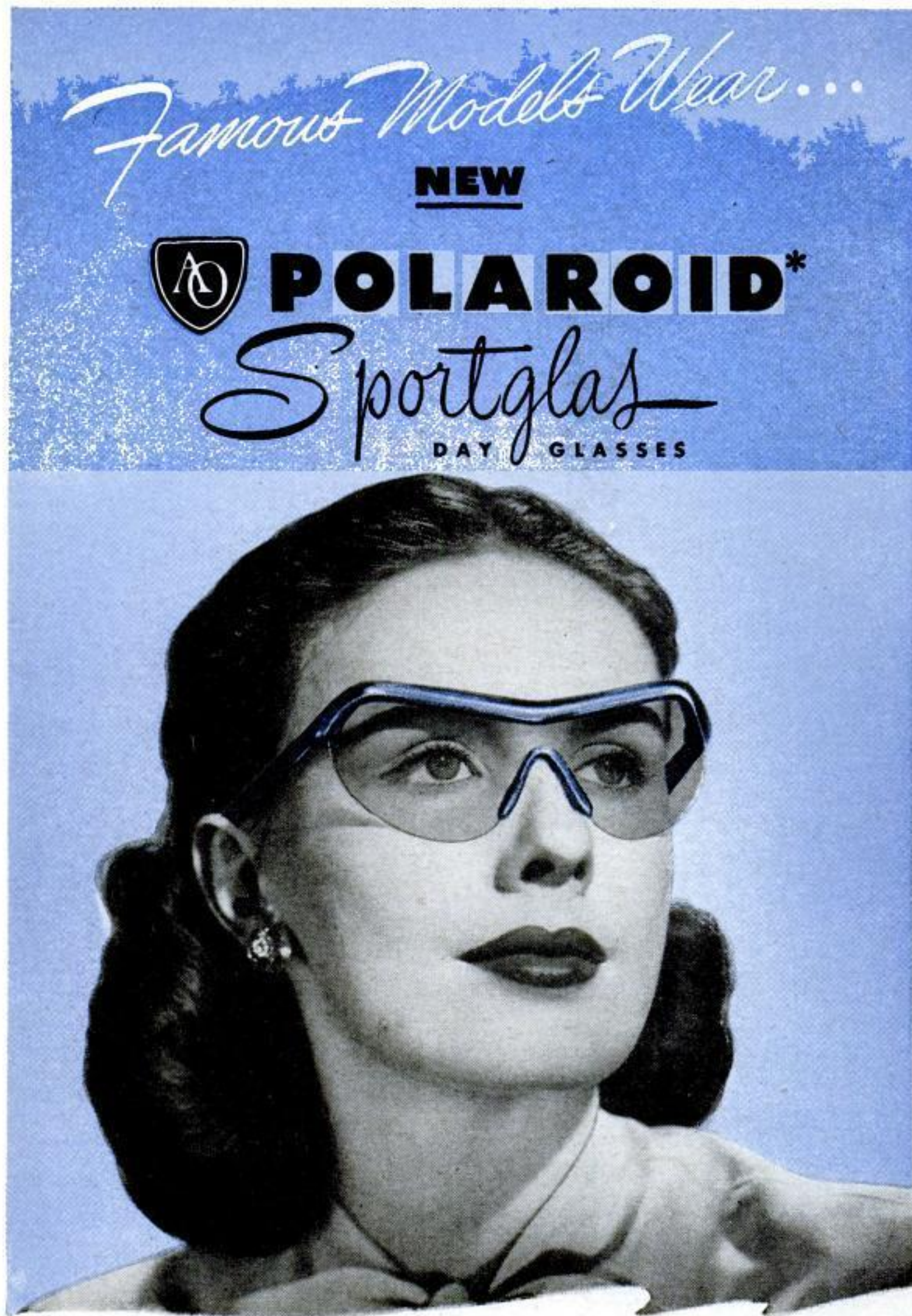
Kentucky Straight
BOTTLED IN BOND

A Truly Great Name

**AMONG
AMERICA'S GREAT
WHISKIES**



Kentucky Straight Whiskey • Bourbon or Rye • 100 Proof • National Distillers Products Corporation, New York



BEAUTIFUL Margaret Young, Powers model of national fame, wears the blue AO Polaroid Sportglas. You may prefer the red, ivory, green, or demi-amber Sportglas—or better still, buy it in several colors! You'll love the upsweep style which permits full side vision, the Ful-Vue (high) endpieces and slip-on temples, so becoming with the new hair-do's. Ask to see the new AO Polaroid Sportglas wherever better sun glasses are sold.

\$1.69
with case

Polaroid Sportglas For Men ...a new scientifically designed sun glass for the outdoors man. Sturdy, masculine looking, combining complete comfort and exclusive sun glare protection. Spatula or close fitting cable temples for active sports. Demi-amber frames.

\$1.69
with case



The Only Sun Glasses That Filter Reflected Glare!
How AO Polaroid Day Glasses Filter Reflected Glare!

- A** Bright light from the sun strikes a surface.
- B** Some rays bounce off as glare; others reflect to the eye as useful "seeing" rays, show color and detail.
- C** Ordinary sun glasses dim both glare-light and useful light. Glare remains to hide detail, to dilute true colors.
- D** AO Polaroid Day Glasses reduce annoying glare, reveal detail, transmit undiluted color rays.



American Optical
COMPANY

IF IT'S MARKED IT'S SMARTLY STYLED... OPTICALLY CORRECT

*T. M. Reg. U. S. Pat. Off. by Polaroid Corp.

Golfing Prodigy CONTINUED



MARLENE'S CLUBS include three woods, nine irons. Her father bought them, shortened shafts and changed weights for her. Putter is her favorite.

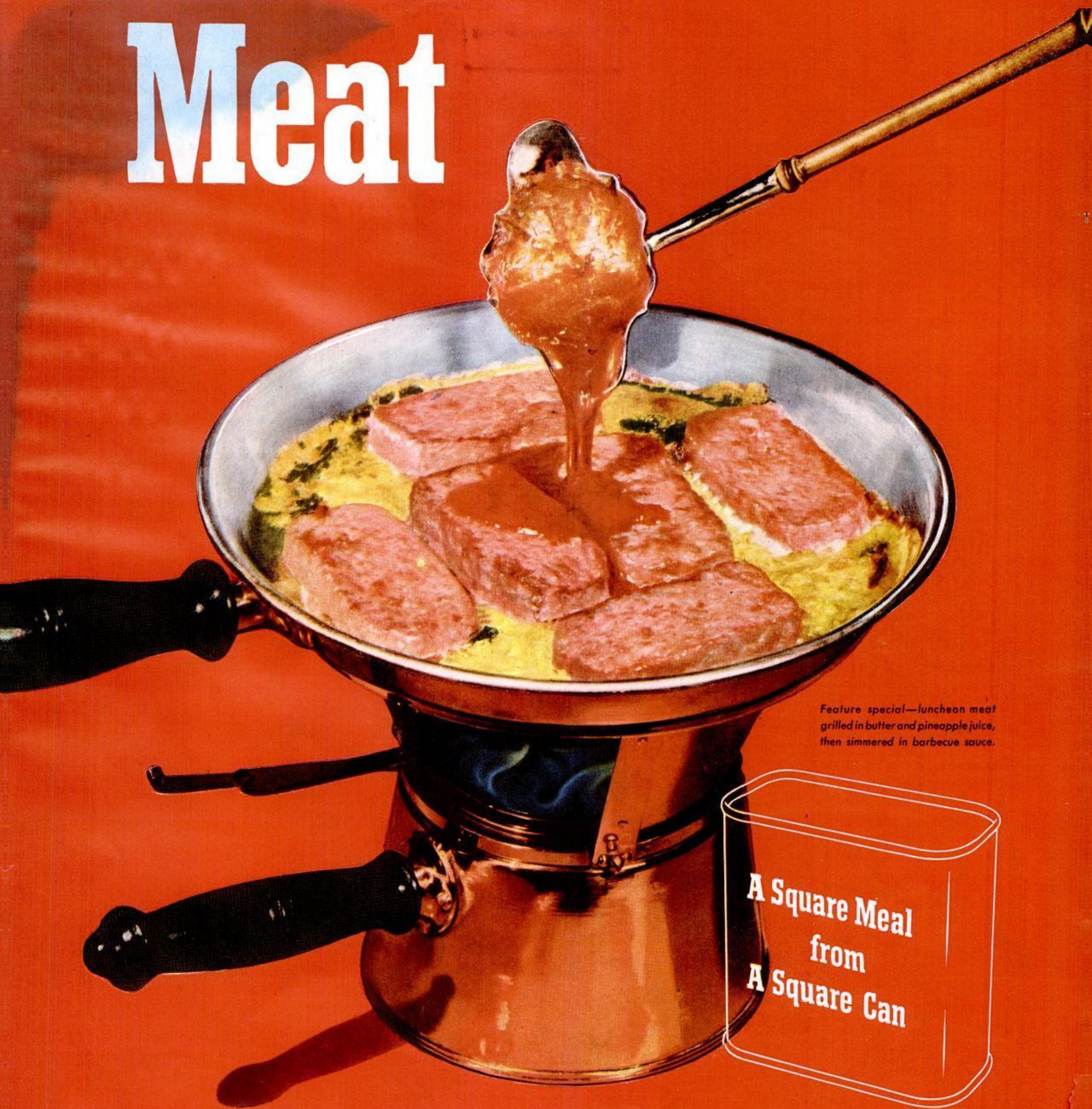


MARLENE PRACTICES every day during the week on driving range run by her father (right). On weekends she plays on the municipal golf courses.



GOLFING BAUERS compose a competent foursome. Sister Alice, 19 (behind Marlene), is a tournament player. Mother Madeline Bauer plays in 90s.

Meat



*Feature special—luncheon meat
grilled in butter and pineapple juice,
then simmered in barbecue sauce.*

**A Square Meal
from
A Square Can**

Meat goodness in a can... 12 tasty, hearty ounces of it.
Expertly seasoned and cooked. Handy to bake, to slice cold,
to slip into a sandwich, to grill with barbecue sauce.

Luncheon meat is an excellent source of thiamine (vitamin B₁).
Like all meat, it is highly digestible and a generous supplier
of life-essential protein. And isn't the flavor good?



This Seal means that all nutritional statements
made in this advertisement are acceptable to
the Council on Foods and Nutrition of the
American Medical Association.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago

Members throughout the U.S.

Ringed with thoughts of you

They'll never forget who gave them their "Toastmaster" toaster! And if you can't *find* one to give them now, they'll joyfully accept a promise in its stead. "Toastmaster"* toasters are still scarce, though we are making them by the thousands . . . and shipping them just as fast as we can. One of these days you *will* find the toaster that every couple wants . . . a toaster new in beauty . . . this shining, silent marvel of toasting perfection!



\$18.75
Fair Trade Price

TOASTMASTER *Automatic
Pop-Up
Toasters*

*"TOASTMASTER" is a registered trademark of McGraw Electric Company, manufacturers of Buss Electric Fuses, Clark Electric Water Heaters, and Toastmaster Products. Copr. 1947. TOASTMASTER PRODUCTS DIVISION, McGraw Electric Company, Elgin, Illinois.



IN HER GLOOMY VICTORIAN APARTMENT THE MEDIUM HOLDS A SEANCE WHILE HER YOUNG DAUGHTER IMPERSONATES THE GHOST OF HER CLIENT'S DEAD CHILD

AMERICAN OPERA ON BROADWAY

"The Medium," an eerie musical melodrama, turns out to be both genuine opera and spine-tingling thriller

For several weeks one of the most talked-about productions on Broadway has been, of all things, an opera. More surprising still, this opera, an amalgamation of beautiful music and frightening melodrama called *The Medium*, has been drawing both crowds and the anxious attention of potential Hollywood producers. *The Medium*, unlike most

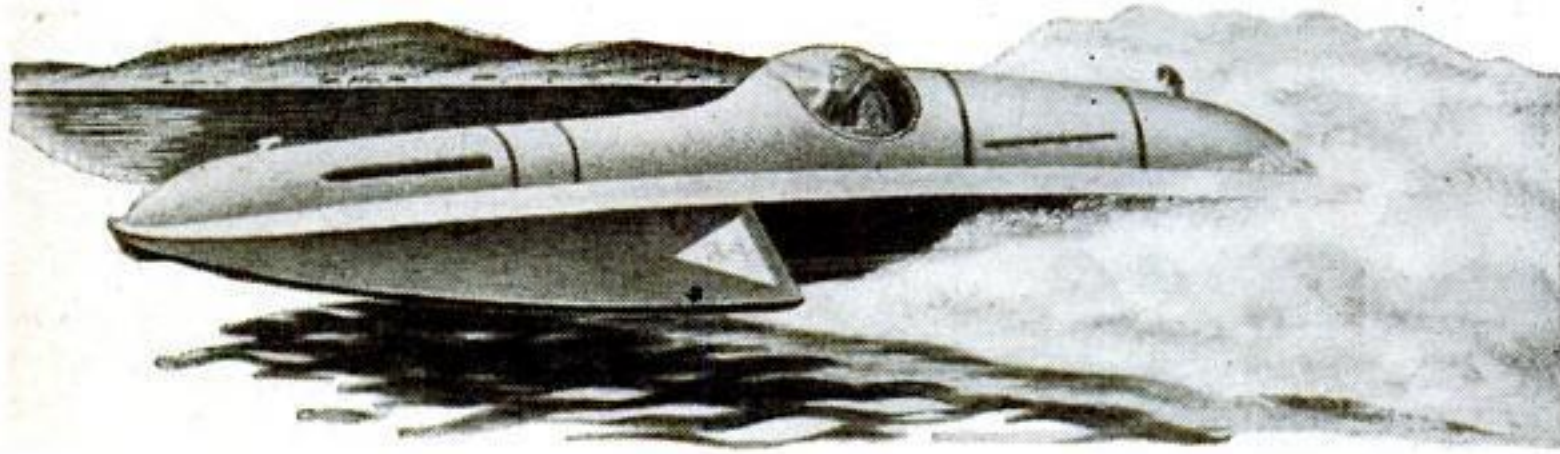
operas, is a deft bit of theater that keeps up a grim, spooky suspense to the final curtain.

Its plot, a philosophical horror story, involves the fate of a fake spiritualist who finally becomes a victim of her own carefully contrived deceptions when she feels an unaccountable ghostly hand gripping her neck. Its author, a gifted 35-year-old

Italo-American named Gian-Carlo Menotti, who has already had two operas (*Amelia Goes to the Ball* and *The Island God*) produced at the Metropolitan, wrote, composed and staged the piece himself. His remarkable feat is causing critics to wonder (p. 98) whether America can actually create first-class opera, which up to now it has not done.

IT HAPPENS IN
**TWO
SECONDS**

Within two seconds after hitting the starting line; a racing speedboat can roar through the water at 140 m.p.h.



Test shows how fast Bayer Aspirin disintegrates in your stomach!

And as this glass-of-water test proves, within two seconds after you take Bayer Aspirin, it's ready to go to work, to bring

**FAST
PAIN RELIEF**



No less amazing than the breath-taking speed of a mighty racing boat is Bayer Aspirin's 2-second disintegrating action. This swift action is the result of **three** important manufacturing steps—not just one. And because of it, Bayer

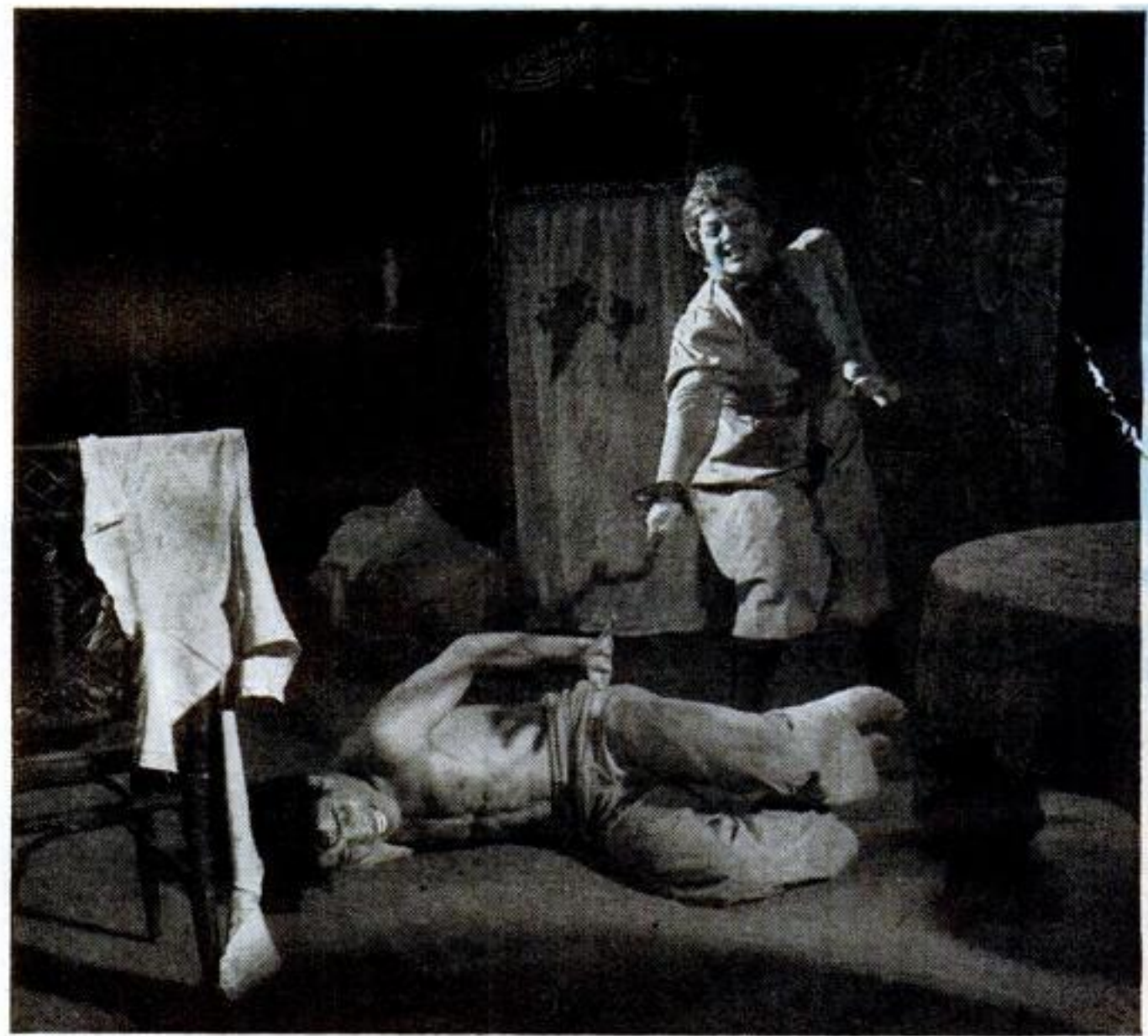
Aspirin is ready to go to work almost instantly, to bring you fast relief from ordinary headache, neuritic or neuralgic pain.

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Always ask for genuine
**BAYER
ASPIRIN**

American Opera CONTINUED



FRENZIED by fear of an eerie handgrip that disturbed her séance, the medium brutally beats her assistant, hoping he will confess trickery. He does not.



BEDEVILED by her imagination, the medium (Marie Powers) takes to drink, ends up imagining she actually is seeing the things she has always faked.



STUPEFIED by alcohol, she sinks forward on the table while her assistant sneaks back into the room. At the opera's terrifying climax she murders him.

CONTINUED ON PAGE 98



Are you really
sure of
your present
deodorant?
Test it against
New Perfect
Fresh

See if New
Perfect **Fresh**
isn't the most
effective
cream deodorant
you have
ever been able
to buy

Never before in History!

But now Fresh brings you a new fluffier,
creamier deodorant . . . to give you carefree
underarm protection even on hottest days.

Only Fresh can give you this patented
combination of amazing ingredients in a new
deodorant that has never been made before.

New Fresh is the most effective cream deodorant
you have ever tried . . . we think you'll agree! Yet
your dresses are perfectly safe from rotting . . .
normal skin is perfectly safe from irritation.

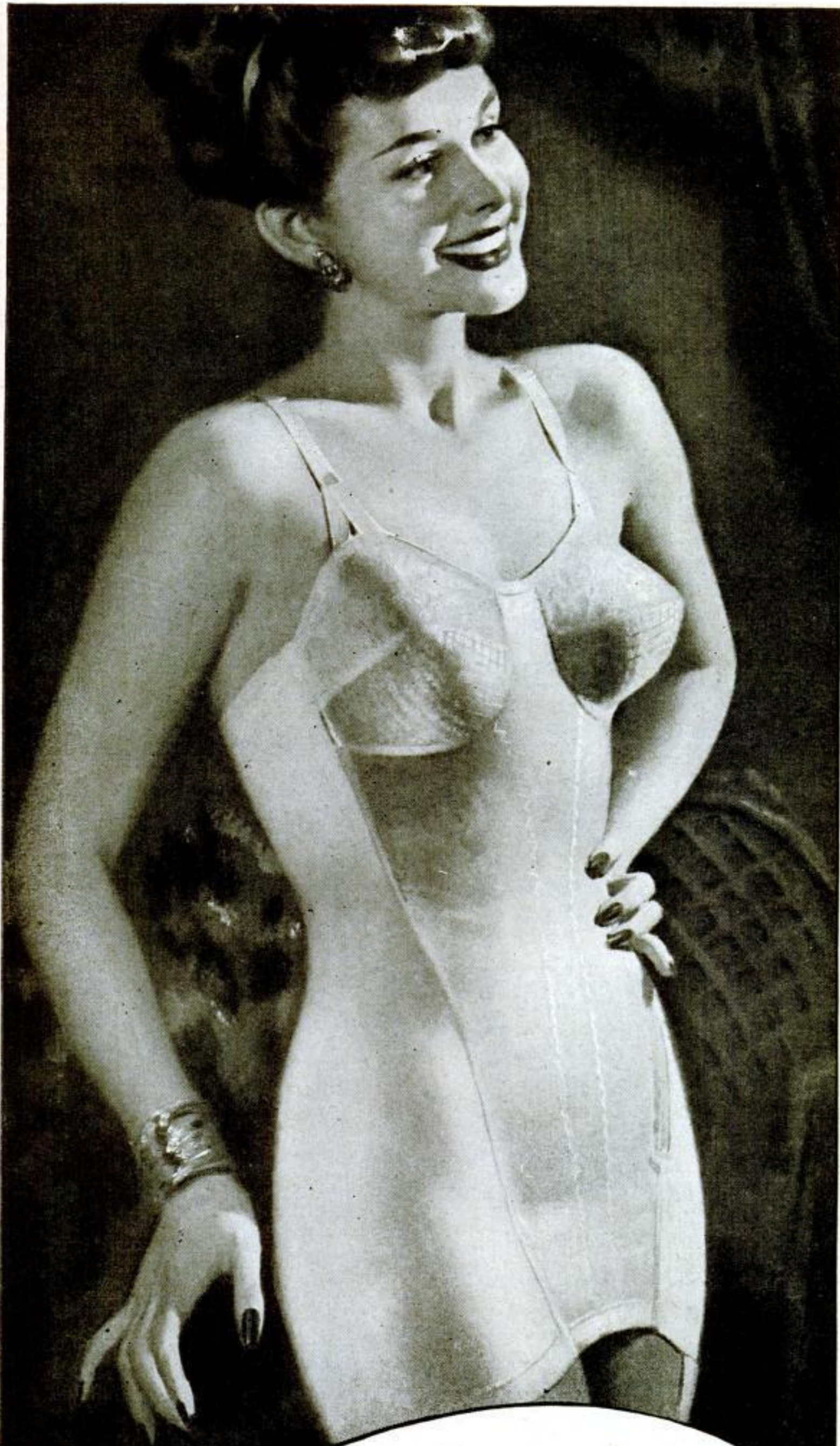
New Fresh is delicately perfumed, and delightful
to smooth on. You'll find no gritty crystals or
annoying hard particles and it doesn't dry out in the jar.

But don't take our word for it—test it. Test New
Perfect Fresh today against your present deodorant—
see if it isn't the most effective—the most pleasant
cream deodorant you have ever been able to buy. Get
your jar of New Perfect Fresh now—for carefree
underarm protection even on hottest days. Available
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American Opera on Broadway CONTINUED

"MEDIUM'S" SUCCESS RAISES HOPES OF REVIVING A MORIBUND ART FORM

"The trouble with opera," Noel Coward once remarked, "isn't that it isn't what it used to be, but that it is." Opera today is a ponderous hangover from the theatrical traditions of the 19th Century, a museum-like affair full of dated pageantry, overblown romantic drama and creaky conventions of staging. What saves it for the modern world is the beauty of its music and the opportunity it offers for spectacular singing. So complete has been its failure to keep in step with contemporary life and thought that despite countless attempts by modern composers no really successful opera has been written since the time of Richard Strauss's *Der Rosenkavalier* (1911). The first sign in years that this rather gloomy record might be broken was the Broadway production of Gian-Carlo Menotti's *The Medium*.

For people who like to theorize about the future of American opera, *The Medium* provides some refreshing arguments. It proves that English is every bit as adaptable to the requirements of realistic operatic tragedy as Italian, French or German. It shows that American opera need not be restricted to the pompous manner and regimental proportions of grand opera as produced at the Metropolitan Opera House, and that it can be as swift-moving and suspenseful as any Broadway melodrama. It also indicates a flaw in the increasingly popular idea that American opera, if it is to meet with any success, should compromise with the flourishing idiom of the Broadway musical show.

The difference between opera and musical comedy is more than a difference between a tragic libretto and a comic one. It lies in the differing character of the musical treatment. Musical-comedy tunes are written to be appreciated and sung by a vast popular audience. The criterion of their success is catchiness and a simplicity that makes them singable by the vocally unskilled average man. Opera tunes are in a vastly different category. They are made purposely difficult to sing, and are designed for highly skilled artists whose prowess at vocal athletics is one of the things that makes opera exciting to listen to. For this purely functional reason musical-comedy music and opera music have, as a rule, little in common. Even elaborate serious musical shows like George Gershwin's *Porgy and Bess*, Jerome Kern's *Show Boat* and Kurt Weill's current *Street Scene*, have failed to hold audiences whose interest is purely operatic. Unlike these works, *The Medium* is undeniably and uncompromisingly an opera.



GIAN-CARLO MENOTTI, born in Italy, got his musical education in Philadelphia. He is tall, shy, boyish.

The history of American opera has, on the whole, been made up of a series of well-intentioned flops. It started as early as 1781 when Francis Hopkinson, one of the signers of the Declaration of Independence, presented an "allegorical-political opera" called *The Temple of Minerva* before an audience that included General and Mrs. George Washington. Since that time at least 40 American operas have been written and produced. The Metropolitan Opera House started encouraging native composers in 1910 by presenting Frederick Converse's *The Pipe of Desire*, a short-lived affair of nymphs and sylvan glades. Dozens of operas have since been turned out by well-known musical figures like Walter Damrosch, Deems Taylor and Louis Gruenberg, and by quizical operatic satirists like Virgil Thomson. No hope has sprung more eternally in the American composer's breast than that of writing the great American opera. But for a multitude of reasons including lack of good drama, lack of technique in writing effectively for voices and lack of a convenient place where operatic experiments can be tried out, this hope has met with continuous frustration.

As a museum of operatic classics the Metropolitan has its uses. But its vast repertory schedule permits so few experiments that it is scarcely the answer to the problems of the modern composer who is trying to make opera something different from what it used to be. *The Medium's* popular success on Broadway indicates perhaps that American opera is more apt to flourish outside the Met than in it.

—WINTHROP SARGEANT

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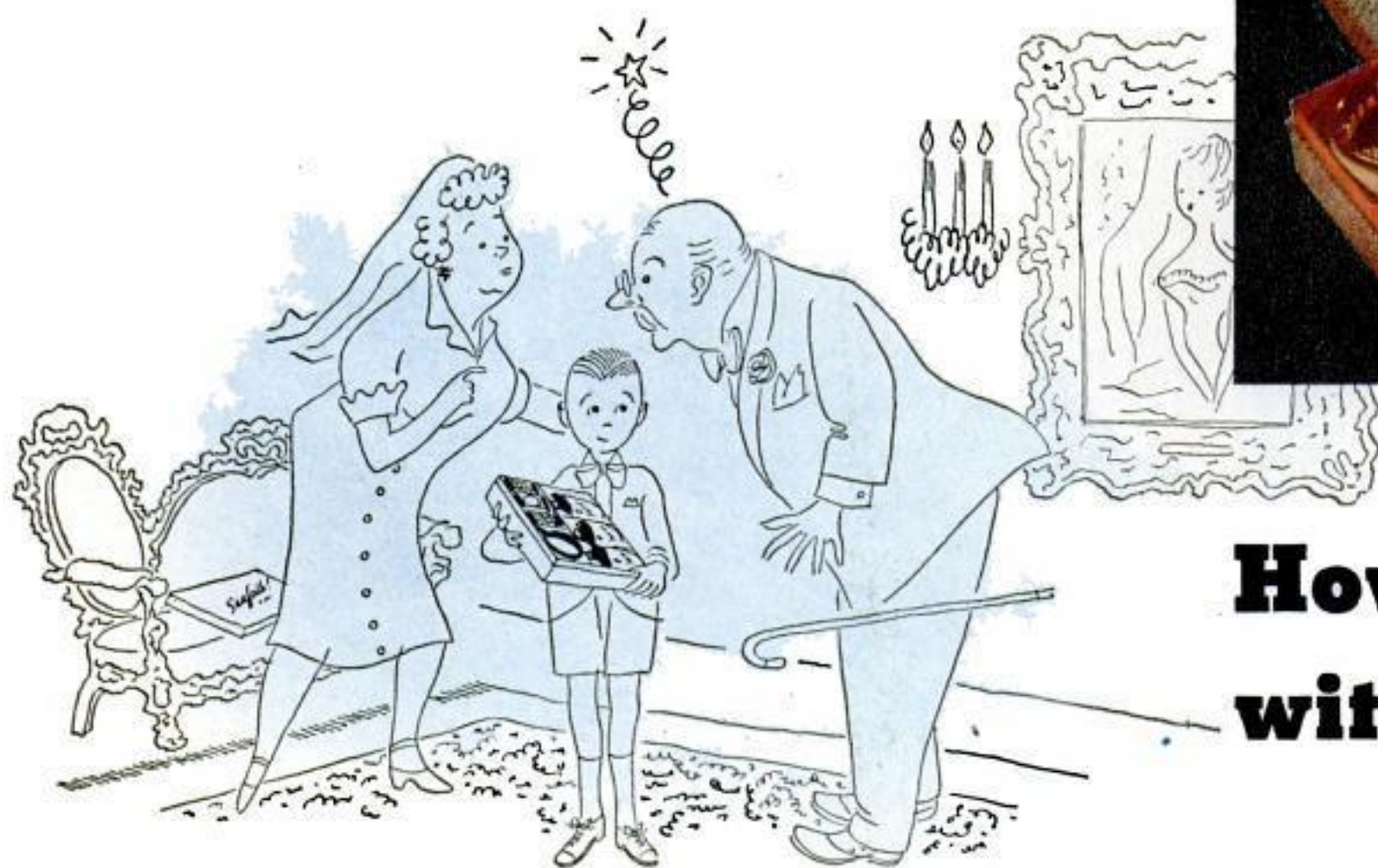


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Shaving Mug, Shaving Lotion,
Men's Talc, Hairdressing,
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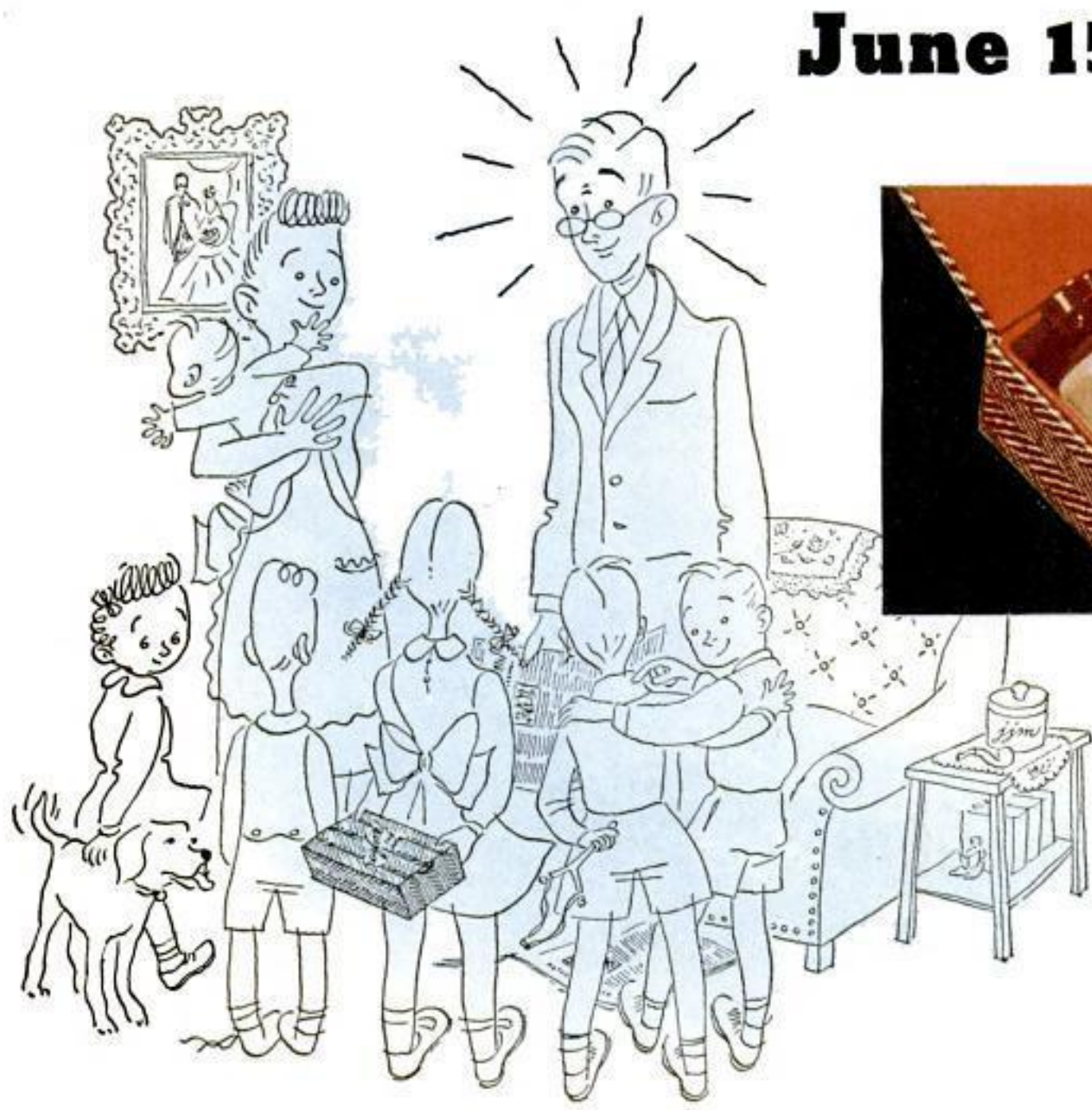
How to get farther with father...



If he still has young ideas,
he'll like the Clansman.
Shaving Lotion, Men's Talc,
Hairdressing. \$3.00



Father's Day June 15th



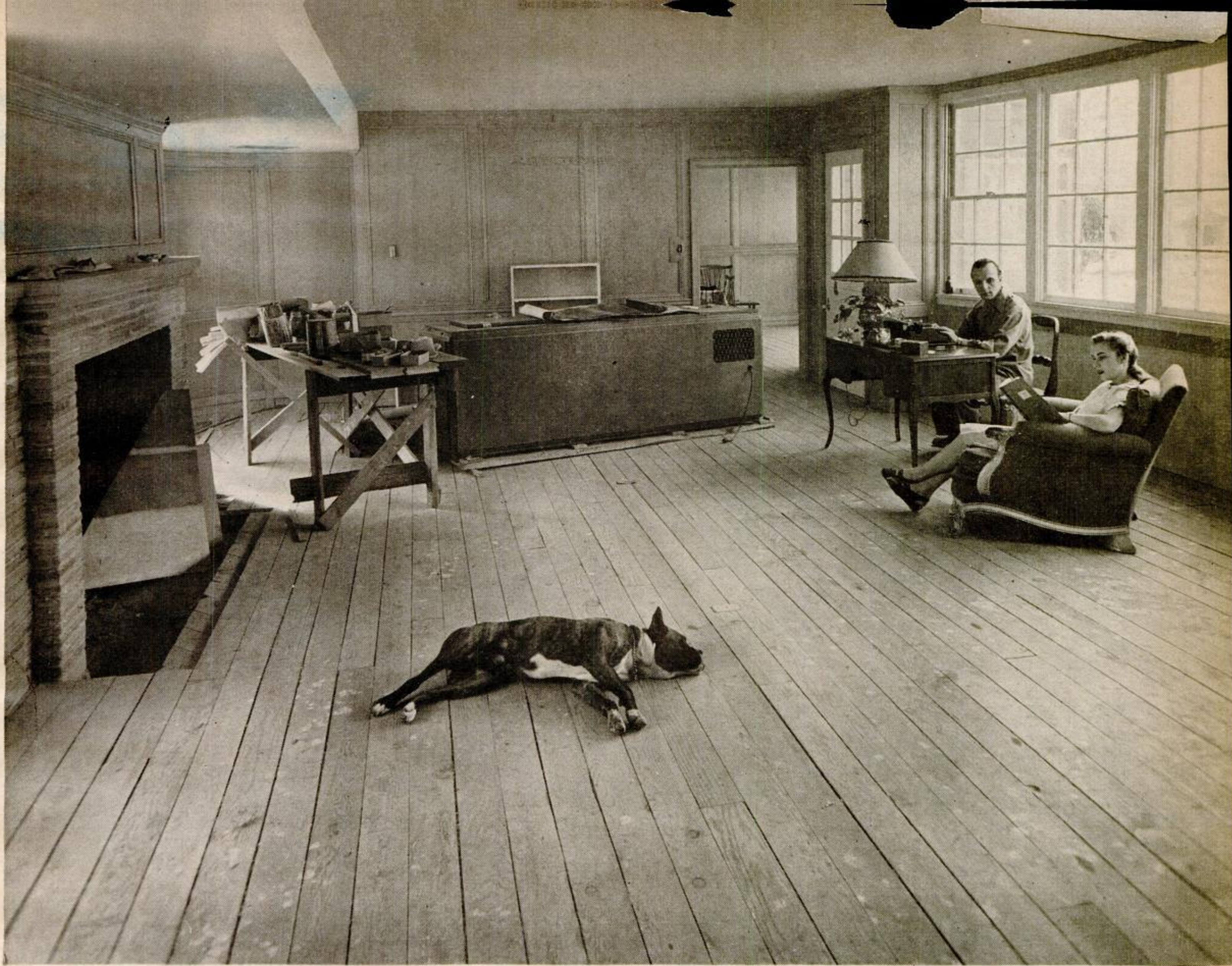
He's the best Pop on the block...
so give him the Little General!
Men's Talc and Shaving Lotion, or
Men's Talc and Men's Cologne. \$2.00

Fathers are all alike...

they all like Seaforth's exhilarating air of
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IN THE LIVING ROOM OF THEIR POSTWAR "DREAM HOUSE," COMPLETE EXCEPT FOR FLOORS AND HEATING, SIT DISILLUSIONED MR. AND MRS. PHILIP YORDAN

HOUSE TROUBLE

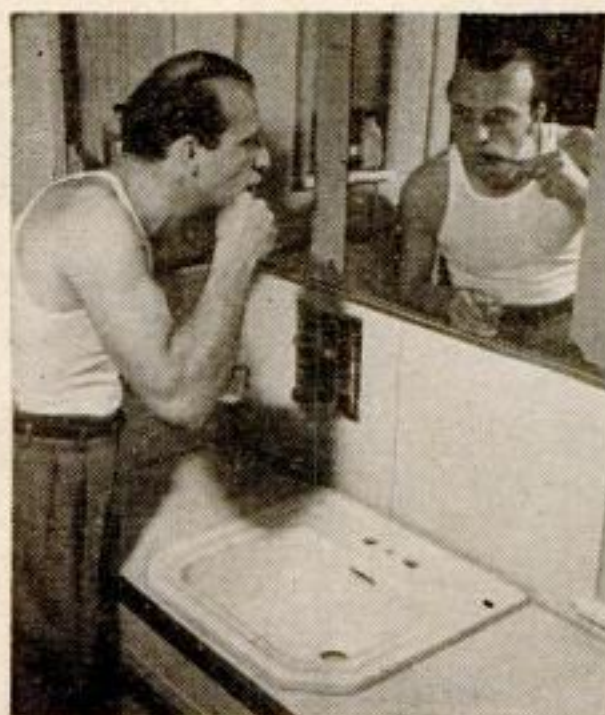
Shortages, high prices and unions are to blame

In almost every newspaper these days there is more bad news about housing. The building boom has collapsed—before making even a fraction of the new houses that several million Americans are still desperately seeking. New houses are going unsold; plans for future construction have been cut; thousands of carpenters and bricklayers are out of work. The building industry, in a period of unprecedented demand, has priced itself out of the market. It cannot build the houses the nation needs at a price the nation can pay.

The terrible failure is partly the fault of the government, which tried to set artificial prices under OPA and thus created unnatural shortages of such simple building materials as the common nail. The blame also belongs to the materials makers, some of whom have tried to keep prices high through connivance. Some of the blame falls on contractors, many of whom have sought the fast buck rather than efficiency. But at the moment most of the trouble is with the workers in the building trades, who seem to regard housing as a private racket rather than a public utility. For evidence of how union practices are robbing the public and ruining the industry, see the following pages.

Until the union slowdown and the job monopoly maintained by the apprentice system are corrected, too many

postwar house-seekers will continue to suffer the disillusionment of Philip Yordan, who sits in his unfinished living room in the picture above. Yordan is an eminently successful young writer of Broadway hits like *Anna Lucasta* and movies like *The Chase*. During the war years, when every young person was dreaming of a vine-covered cottage of his own Yordan seemed much more likely to attain his dream than the average man. When the architect said that the dream cottage would cost \$28,000, plus a slight extra charge for the vine, Yordan scarcely blinked an eye. His house was started in early 1946. He rated the best of everything, from architect's advice to the quality of his concrete. Yet even 14 long months after the first spadeful of earth was turned, the hardwood flooring for the Yordans' living room had not arrived. The long object at the far center of the living room is their freezing unit, for which the architect forgot to allow space in the basement. Their bathroom, as shown in the photograph at left, had no plumbing. Every time Yordan tried to turn on the back-porch light a fuse blew out. To date this doubtful venture has cost Yordan \$51,000 and its postwar dream quality is still unestablished. Says Yordan, "My father built his house in 1922. The only thing I have that my father didn't have is bad doors."



DREAM BATHROOM of Yordans has everything but running water.



PLUMBER'S HELPER PLUMBER BRICKLAYER BRICKLAYER'S WORKER SHEET-METAL WORKER CONCRETE FINISHER CONCRETE LABORER ELECTRICIAN OPERATING ENGINEER LATHER PLASTERER HOD CARRIER SHINGLER PAINTER

LINED UP IN FRONT OF AN \$11,000 NEW HOUSE STAND THE WORKMEN OF THE 19 DIFFERENT CRAFTS WHO ARE REQUIRED TO BUILD IT. THEIR PAY RANGES FROM 80¢

LABOR

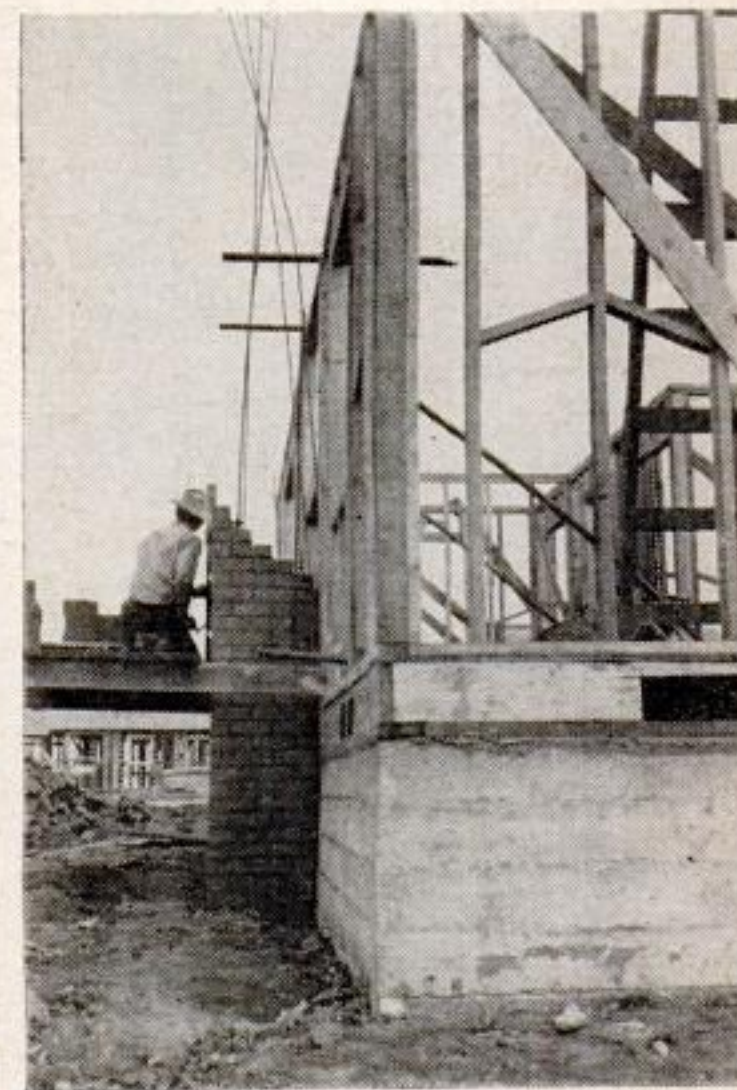
Its price is up,
its product down

As the picture above illustrates, it takes 19 kinds of trained workmen to build even the simplest kind of house. Their wages, like others in the U.S., have risen steadily since before the war. On this little stucco bungalow the payroll was \$2,094, or 30% of the total construction cost. On other houses being built today, the wage costs run from 27% to 60%. According to most contractors, this is far too high. Contractors believe that building trades workers are

deliberately refusing to do a good day's work for a good day's pay (*pictures below and opposite*). In defense against such charges, union members often say they earn their living in a periodically impoverished industry and have to spread the work. But this argument is obviously false today. Thanks to the rigid apprentice system (*pictures at extreme right*), the unions have kept such a monopoly on their jobs that skilled workers of all kinds are critically short.



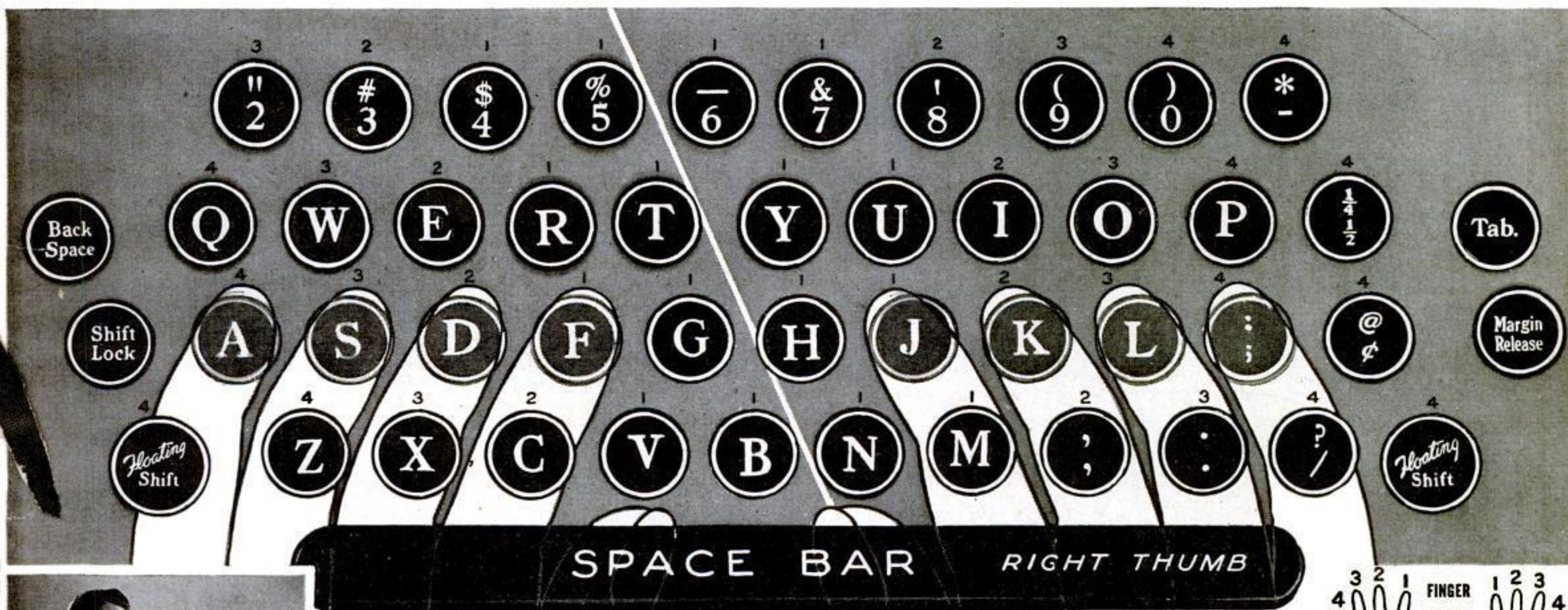
SHINGLERS' SLOWDOWN is indicated by stacks at top of these two pictures. Before war average worker nailed down 24 bundles a day (*left*). Now average is 18 (*right*).



BRICKLAYERS formerly laid as much of a chimney in a day as shown at the left. Now, according to contractors' complaints, they lay only as much as shown at the right.

"CORRECT TYPING is really SO EASY!"

says NORMAN SAKSVIG, authority on typing technique
Over 200,000 typists and students have witnessed his amazing demonstrations



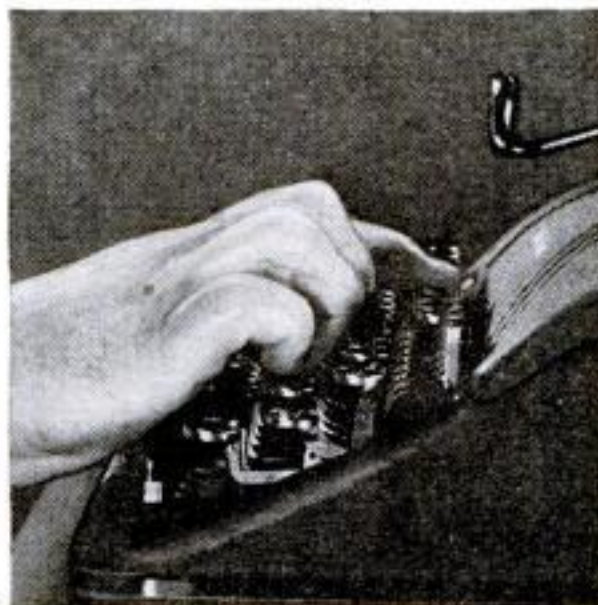
TOUCH TYPING, which anyone can quickly memorize, begins with above finger positions on eight "home" keys.
(A Suggestion: keep this magazine so you can refer to it when you commence typing.)



POSTURE is important. Sit erect, feet flat, to acquire comfortable balance and avoid fatigue.



FINGERS should curve as shown, with wrists and arms relaxed. Tap keys briskly . . . finger action *only*.



PIVOT fingers from the "home" positions to strike keys with proper fingers . . . then return "home".



"HUG THE KEYS," says Saksvig—eliminate arm or wrist action, keep fingers *close* to keys.



ALL YOU NEED: Typewriter, instruction book, touch typing chart (with exercise on back)—then go ahead!

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. . . *plus* features which you must see to appreciate—effortless "Floating Shift" (a Smith-Corona "first"), protective "All-Around Frame," Touch Selector, etc.—*plus* speed, easy action, and an outstanding name for high quality. Convenient carrying case included.

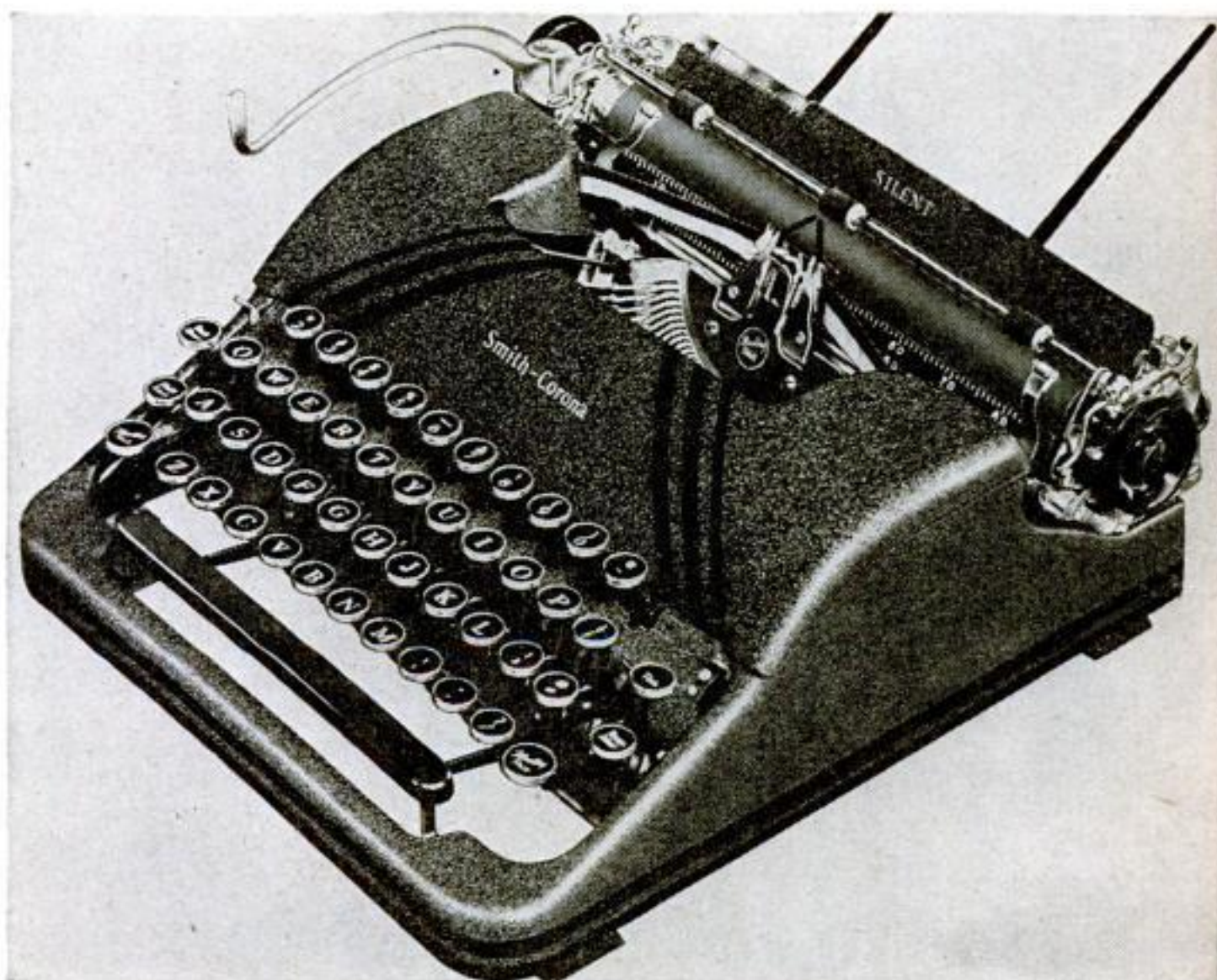
With reasonably brief practise, according to Norman Saksvig, any begin-

ner or "occasional" typist can quickly acquire "useful" typing speed—faster, that is, than handwriting, more legible, more businesslike. And from that point on, your typewriter becomes a home necessity.

Perhaps your dealer can supply you now. If not, he can show you a Smith-Corona, explain it, and list your order. Production is increasing; it's not too early to order one right now.

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The odds **AGAINST** your
scoring a hole in one the next
time you play golf are
8436 to 1

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by Leo Guild
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BUT the odds in **FAVOR**
of your liking
MARACA RUM
are **301 to 1**

Based on statements of prominent
purveyors of liquor as to whether
they personally like Maraca Rum.

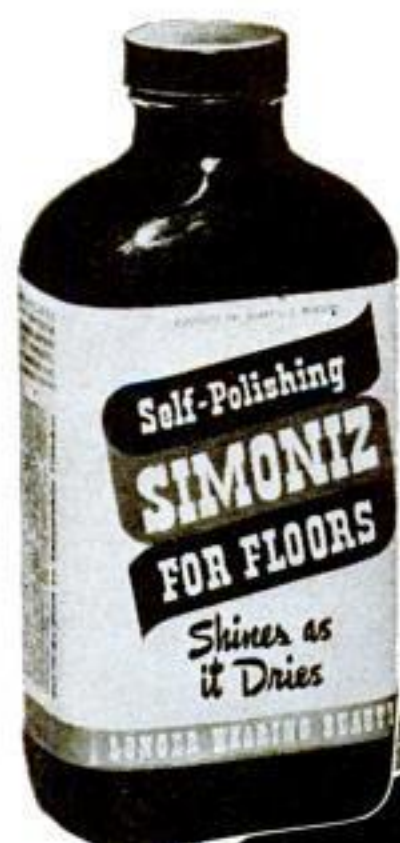
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GENERAL ZACHARY TAYLOR was uncouth, unkempt, unmilitary, but his
men loved him. One of them did this idealized portrait at battle of Palo Alto.

MEXICAN WAR CONTINUED

when the signal came—the touch of the sinking sun on the snowy
peak of Orizaba. Only a few shells flicked the water. No one was
hurt. Lieutenant Meade, watching from a warship, heard a
salt grawl, "Why don't they hit us? If we don't have a big butcher-
er's bill, there's no use coming here."

The landing was outside the range of massive cannon on the
fortress that dominated the harbor—the Castle of San Juan de Ulua,
which the Navy avoided because British officers had said, "It can
sink all the ships in the world." One American commander had de-
manded so angrily that he be allowed to attack the castle that the
Navy had sent him home as an insubordinate "monomaniac." He
was David G. Farragut, who would have to wait 15 years longer to
prove his point that wooden ships could pass and take land batteries.

Scott's "butcher's bill" was not high: less than 70 men hit during
the 16 days it took him to bombard Veracruz into surrender.
But he knew the doctor's bill would be higher unless he moved
men quickly from the steaming coastal bottoms. The vomito—
yellow fever—was due for its annual spring visit. Leaving
on April 8, he broke the Mexican defenses at Cerro Gordo on April
18 and 19 and had his men on the high tableland at Jalapa ahead
of the vomito. But dysentery knew neither season nor altitude
as Scott discovered while driving in the next five months to Mex-
ico City via Puebla. He always had from 2,000 to 4,000 men in the
hospitals. Among troops left to garrison cities were large groups of
invalids known as "The Diarrhea Blues."

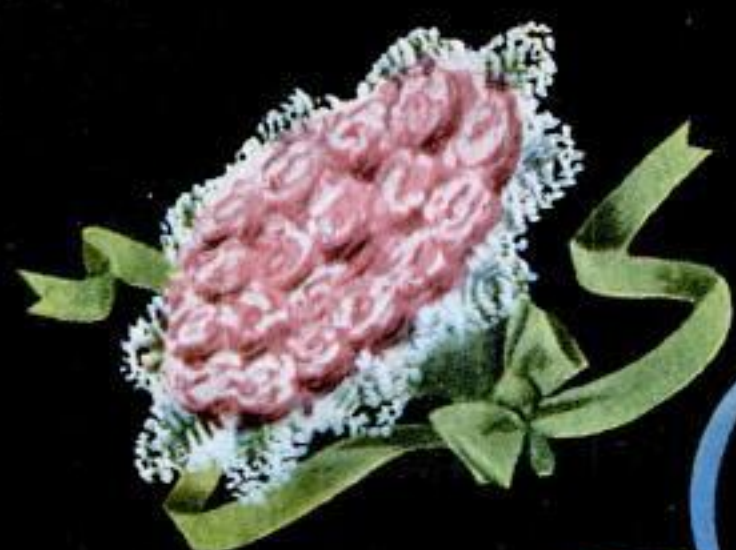
Disease was the worst enemy

HOW many troops Scott lost from disease was never known, so
faulty were the records. Estimates of total American losses in
the whole war ranged from 1,500 to 1,700 killed and wounded, and
from 6,000 to 11,000 dead from disease, not counting those who
came home disabled. Some statisticians guessed there had been
22,000 Regulars enrolled, others 27,000. As to the Volunteers the
estimates ranged from 22,000 to 50,000, depending upon whether
you counted men actually serving in the campaigns or whether you
included those who came and went on three- and six-month terms.
In any case Scott was never able to bring more than 10,000 men
into a battle.

Mexican statistics were even vaguer, what with the generals fol-
lowing independent courses and with irregulars coming and going
in swarms. American officers usually guessed that the Mexicans
outnumbered the Americans three or five to one and that the
enemy's losses from bullets were in some such proportion.

In each captured city Scott conciliated all whom he could. He

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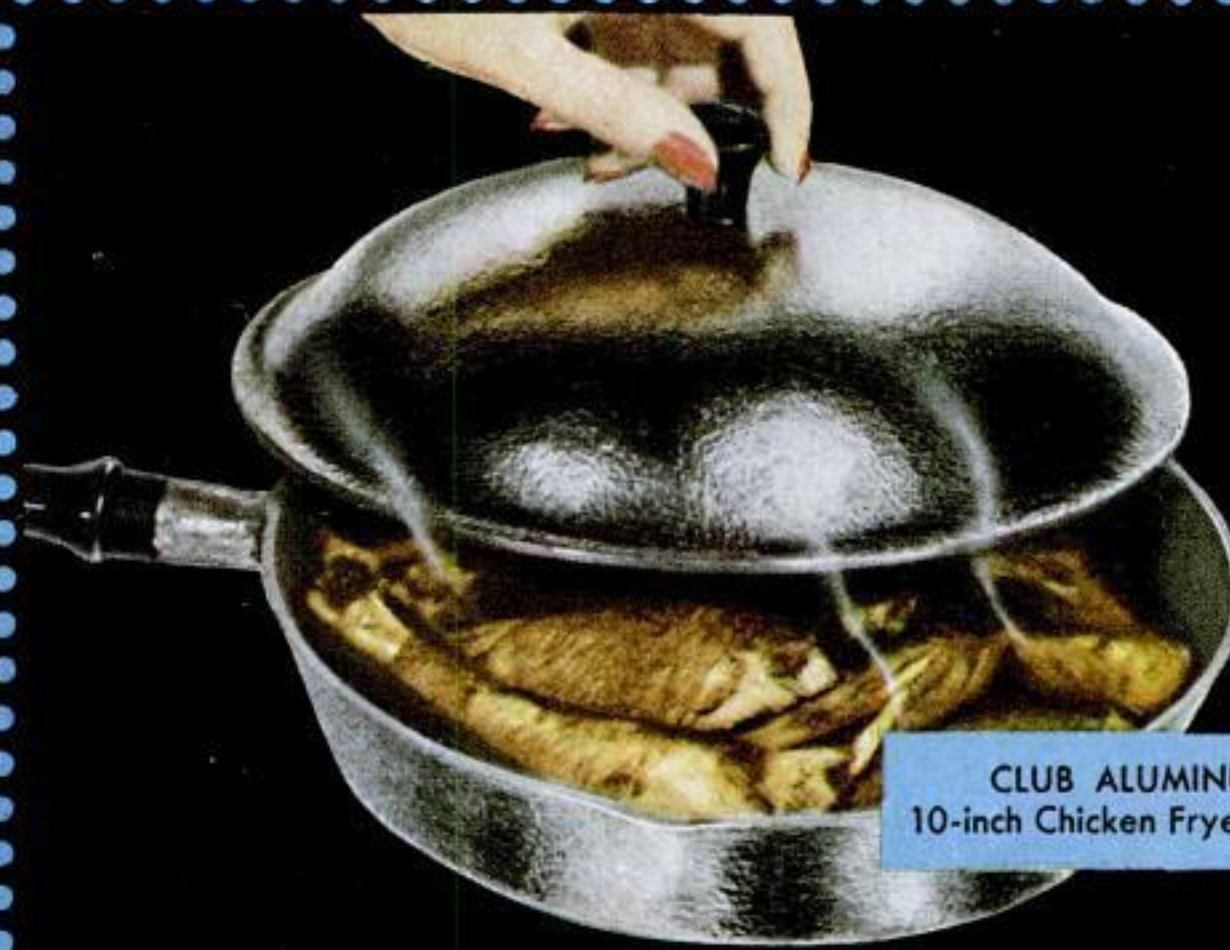
*The set for brides to hint for...
or to start for themselves*

Club Aluminum

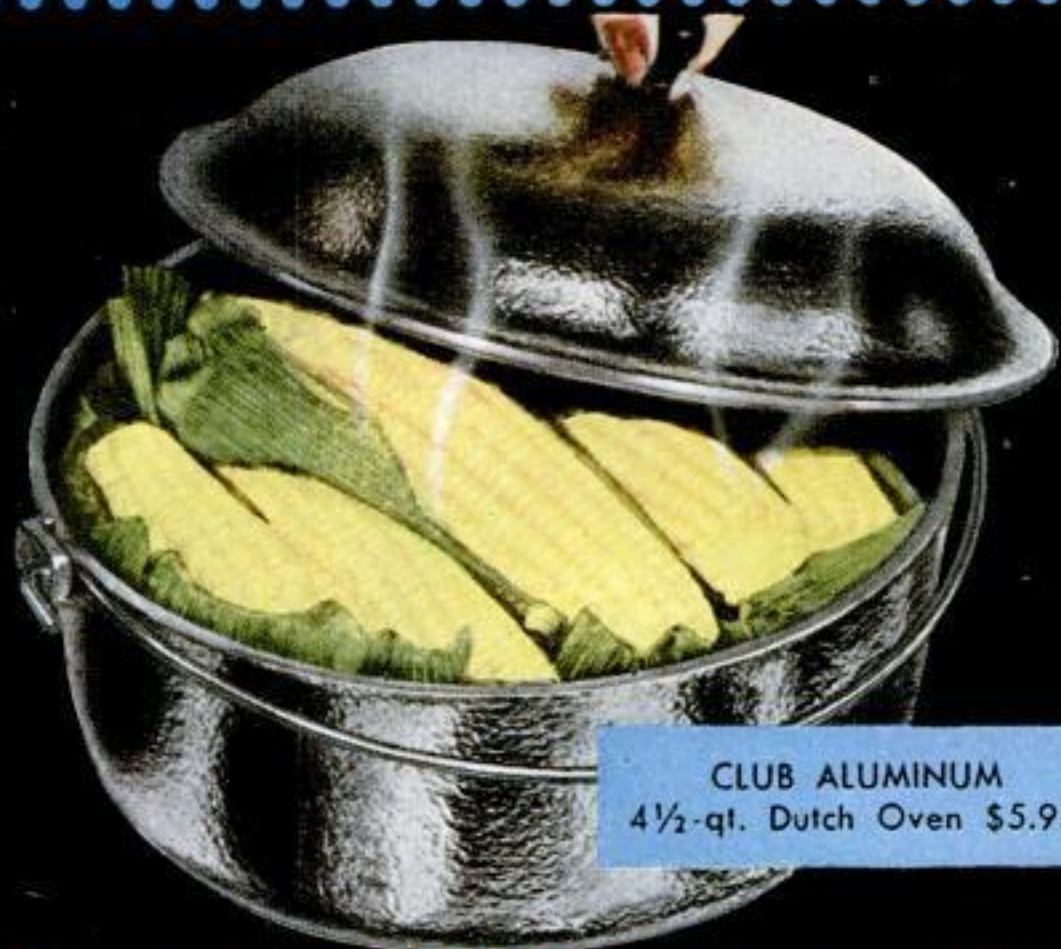
... the "Full Flavor" Cookware with the beautiful "jewelry-store" finish



CLUB ALUMINUM
3-qt. Saucepan \$3.95



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10-inch Chicken Fryer \$4.95



CLUB ALUMINUM
4 1/2-qt. Dutch Oven \$5.95



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10-inch Griddle \$2.89

FULL FLAVOR



Heats evenly. Flavor-laden steam rises to the moisture-sealed lid, falls back again and again to flavor and re-flavor your food. Vitamins, minerals stay in.

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"IT'S BLENDED...IT'S SPLENDID!"

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EVERY THURSDAY NIGHT, OVER NBC

33 FINE BREWS BLENDED INTO ONE GREAT BEER



LIEUT. ULYSSES S. GRANT, clinging to horse for protection against snipers, made wild dash to replenish U.S. ammunition at Monterrey. Grant received two citations for bravery, was promoted from second lieutenant to captain.

MEXICAN WAR CONTINUED

camped his army outside Jalapa to prevent outrages. At Veracruz he had his officers, lighted tapers in hand, march in Catholic Processions of the Host, while his guards on the streets were ordered to kneel, gun in one hand, cap in the other. This was obeyed by the Regulars but scorned by two thirds of the Volunteers. When Scott came to Puebla he held conciliatory sessions with the high prelates. He later learned that his fraternization policy in Jalapa had been overdone by 300 to 400 of his soldiers who stayed behind when the Army marched on. The women of Jalapa were reputedly the loveliest in Mexico and soldiers remarked how their laughter was more silvery and their busts less bronze than the women of the Rio Grande.

Poised at Puebla through the summer, waiting for Franklin Pierce, the Volunteer general from New Hampshire, to come up with reinforcements, Scott surveyed the military situation and saw that he alone among the U.S. commanders was in danger. American expeditions into New Mexico and California were victorious; Taylor had quieted the Rio Grande; the Navy held all vital seaports. Deep in enemy territory, Scott was subject to attack from every side. Yet, to strike on toward Mexico City, he must abandon his supply line to Veracruz and flout the basic principle of military textbooks: "Never cut loose from your base of supplies." Nevertheless he decided on Aug. 7 "to throw away the scabbard and advance, naked blade in hand," causing the Duke of Wellington, when the word came to London, to announce solemnly, "Scott is lost!"

The U.S. Army shows its strength

THE American troops, however, had such contempt for the Mexican army that within 38 days they whipped General Santa Anna in five fights and were lolling in Mexico City. Scott's strategy, flanking at times, then smashing head-on through entrenchments and walls, outmatched Santa Anna badly. Shrewd though he was, the Mexican commander could never get the right cooperation from all his generals. Mexico's obsession with cavalry, in which the pure-blood Spaniards and mestizos (mixed white and Indian bloods) enlisted with aristocratic illusions, cost her heavily, for the horsemen could never stand the terrific fire of the light artillery which the U.S. Army had developed to a peak unsuspected by the other armies of the world. The patient, plodding Indians who made up the infantry fought bravely behind stone walls but, weakly officered, could not stand the bayonets of those individualistic, undisciplined Yankees whose nerve in rushing fortifications thrilled even their own officers. European militarists had admitted in the past that Americans could fight with a certain loose effectiveness in defense of their own shores and in battling wild Indians, but it was astounding to discover that they could invade, maneuver, flank, assault, bombard and storm field works laid out by engineers.

Military experts were not only amazed at the Americans' swift ingenuity with field artillery but with the Texans' use of the repeating pistol rather than the conventional sword and carbine in cavalry action. The Texans had also taught the professionals that the way

CONTINUED ON NEXT PAGE

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Haspel
NON SHRINKABLE
THE GENUINE FABRIC
HASPEL TAILORED NEW ORLEANS

Haspel suits help you breeze coolly thru busy summer days. You look smart too, for Haspel suits launder crisply. Never shrink, fade or lose their smart drape. \$19.50, at leading stores.

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THE SMARTEST COOL SUIT...THE COOLEST SMART SUIT



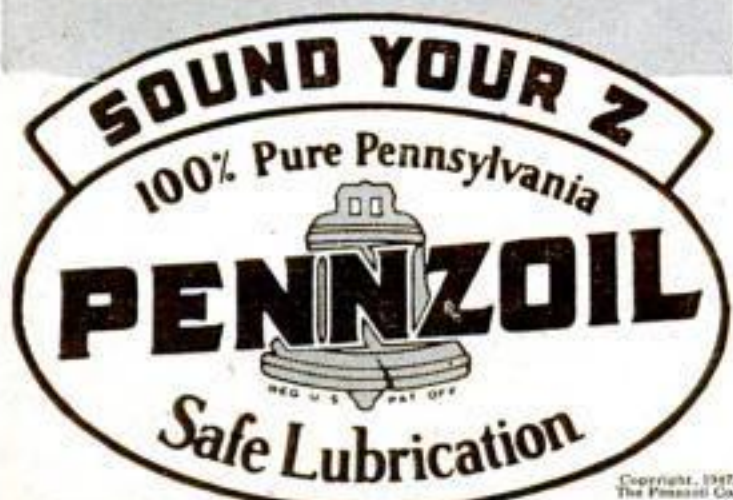
**DOUBLE
ACTION**

PENNZOIL

MOTOR OIL

**FLOWS FAST
STAYS TOUGH!**

Sound your "Z" when you drive in for the genuine. Sold coast-to-coast by better dealers at this sign.



*Registered Trade Mark Member Penn Grade Crude Oil Ass'n Permit No. 2

Tough-film PENNZOIL* gives all engines an extra margin of safety



FIRST WAR PHOTOGRAPHS were made during Mexican War. Remarkably clear outdoor daguerreotype shows General Wool at Saltillo, near Monterrey.

MEXICAN WAR CONTINUED

to take a street barricade was not to charge it, but to burrow around it, with pick and shovel, through walls of houses. And Lieutenant Grant had improvised an even quicker way. In the final fight at the gates of Mexico City, he had carried a light cannon into the belfry of San Cosme Church, to break the resistance of the enemy.

As the city surrendered on Sept. 14, 1847, Scott looked with swelling pride upon the 7,000 men left of the 10,000 who started with him from Puebla. For him they had flanked the enemy in a rainy night march across "impassable" rocks to win Contreras, Aug. 19; they had stormed the thick walls of Churubusco, Aug. 20, even stronger ones at Molinos del Rey, Sept. 8; had climbed Chapultepec and taken the city's gates on Sept. 13.

Except for mopping up guerrilla bands in the hinterland, the Yankees' job was done, and as they waited through the autumn and winter for the diplomats to sign the peace on Feb. 2, 1848, Scott's officers took stock of one another. Scott himself concluded that "the greatest feat of physical and moral courage by any individual" had been Captain Robert E. Lee's long, night hours spent in finding a path to Contreras through the tortured lava bed known as the Pedregal. Scott had leaned heavily upon such engineers as Lee, Captain Joseph E. Johnston (three times wounded), Lieutenants Beauregard, Meade, George B. McClellan, John G. Foster, Gustavus W. Smith. When their prestige was added to that won by Lieutenants Henry W. Halleck and John C. Pope and Captain John C. Fremont in California, the Engineers emerged from the war with such fame that they would be top dogs in both Union and Confederate armies during the first years of the Civil War that was to come.

Joseph Hooker, who had himself risen from first lieutenant to lieutenant colonel for gallantry, said, "The young officers who stood highest in the estimation of the Army" in 1848 were Don Carlos Buell, George H. Thomas and Braxton Bragg. The first two had been promoted from first lieutenant to major and the latter from captain to major. Both Buell and Thomas, as Union generals, would lead armies against the Confederate Bragg. Thomas on the Rio Grande had delayed so often for "one more shot" at the enemy that his fellow artillerist Bragg might, with clairvoyance, have foreseen that Thomas would be "The Rock" which would keep him from decisive victory at Chickamauga in 1863. Bragg himself emerged as one of the great heroes of the Mexican War, all school children knowing how, at the climax of the Battle of Buena Vista, Taylor had requested, "A little more grape, Captain Bragg."

The two young officers who were promoted most rapidly for gallantry and meritorious conduct were James Longstreet and Thomas J. Jackson, each going from brevet second lieutenant to major. Jackson had walked up and down among his guns in a blizzard of bullets from Chapultepec, urging his gunners to come out from behind the walls to which they had fled. "See," he kept saying, "there is no danger. I am not hit." Nearby was Lieut. B. B. Bee who, 14 years later at Bull Run, would shout to his quailing Confederate brigade, "Look! There is Jackson standing like a stone wall."

The average brevet second lieutenant rose, as did Grant and George E. Pickett, to a captaincy with two citations for gallantry. A fledgling brevet second lieutenant, Ambrose Burnside, arriving from West Point too late to see any fighting, conducted the court-martial of two parole breaking Mexican officers so judiciously in Veracruz that he was officially marked for "having done his duty

CORN AWAY! HAPPY DAY! BLUE JAY

Corn Plaster with
NUPERCALINE*

FOR GREATER
RELIEF!

Stops shoe pressure—its soft Dura-felt pad relieves pain instantly! Curbs surface pain, thanks to Blue-Jay's exclusive anesthetic Nupercaine! Loosens the hard "core" with gentle medication—you just lift it out in a few days!

*Reg. U. S. Pat. Off. Ciba's brand of Dibucaine

NOW IN 2 SIZES
Standard and
Little Toe

Ask for Blue-Jay—"America's
Largest Selling Corn Plaster"

(BAUER & BLACK)

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CONTINUED ON PAGE 122



Handle Baby's Skin with Tender Care

— IT'S REALLY THINNER THAN YOURS



The care you give your tiny baby's delicate skin can mean a lot to his daily comfort. That fragile skin actually *is* thinner and more sensitive than a grownup's.

Of course you help protect it by seeing that he is kept dry and that his diapers are rinsed free of irritating soap. But never overlook the fact that the proper bathroom tissue is tremendously important to baby's comfort.

LOOK FOR 3 QUALITIES IN BABY'S TISSUE

The three qualities to look for when buying your baby's bathroom tissue are real softness, so it can-

not possibly chafe or irritate; instant and thorough absorbency . . . and sufficient strength to prevent tearing and shredding.

Every day more mothers are finding this ideal combination of qualities in ScotTissue than in any other brand of tissue.

ScotTissue is "old linen" soft for comfort, extremely absorbent, yet strong enough for thorough cleansing. These qualities . . . so important now to baby's daily comfort . . . will be a help in training him to proper toilet habits later on.



TO REDUCE THE DIAPER-LAUNDERING PROBLEM

For babies up to 6 months, try crumpling up 20 or more sheets of soft, absorbent ScotTissue and inserting in the diapers. You will have more dry diapers . . . less staining. Simply flush away the soiled tissue. Keeps baby "comfy" and saves on laundry, too.



ScotTissue is soft as old linen

Trade Mark "ScotTissue" Reg. U. S. Pat. Off.

You've got to hand it to DAD



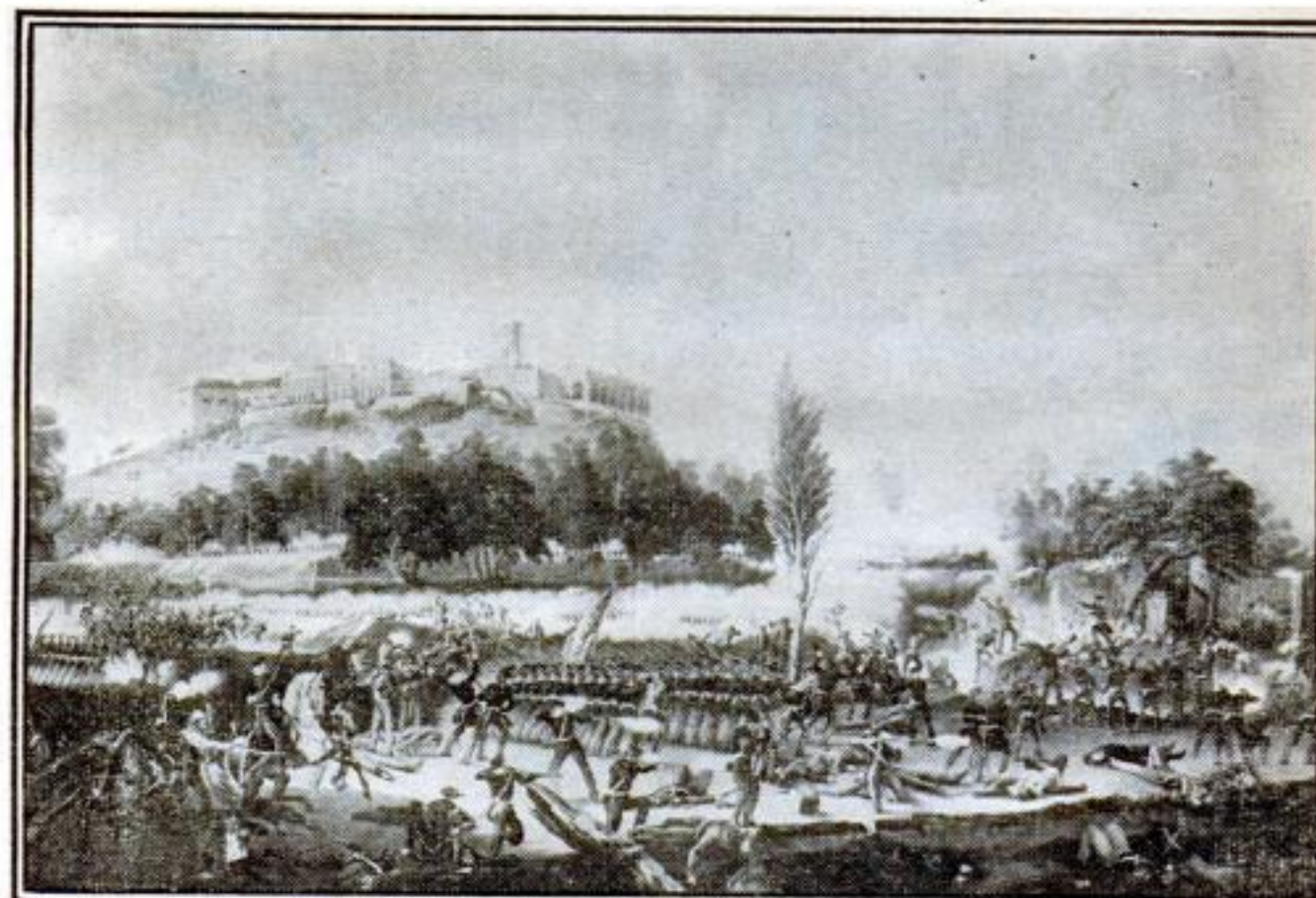
Dad's a good sport—and he loves comfort, style, freedom-of-action. Give him the gift that gives him all three—a B.V.D. Ruggers shirt. Action-tailoring makes him feel swell. The double-purpose collar makes him look smart and correct wherever he goes. It's right with or without a tie.

B.V.D.
BRAND

Ruggers Shirts

"Next to myself I like 'B.V.D.' best!"

"B.V.D." & "RUGGERS" TRADE MARKS ARE REG. U. S. PAT. OFF.



STORMING OF CHAPULTEPEC opened the way to Mexico City. Ancient fortress guarded approach to city, was fiercely defended against uphill attack.

MEXICAN WAR CONTINUED

kindly, delicately and faithfully." He would always do this and little more.

The wealthier classes in Mexico City were hospitable to the Yankee officers, entertaining them in their homes and at bull fights. Major Jackson, billeted in a monastery, luxuriated in late dinners, breakfast in bed, and always said that "for the mere delight of living the city of Mexico surpassed all others I have ever known." He studied Spanish so as to talk with a *señorita* he admired, had long conversations with the archbishop about Roman Catholicism and toyed with the idea of staying in Mexico. Scott himself was offered the dictatorship of Mexico backed by an army, half-Yankee, half-Mexican, of his own choosing. He declined; his President had ordered him home in disgrace for a court of inquiry arising out of his troubles with politically minded generals. Though Scott eventually emerged from this shadow as a hero and became in 1852 the Whig candidate for President against his fellow veteran of the war, Franklin Pierce, the successful Democrat, his treatment by his own government only convinced Mexicans that the Yankees were, at heart, ungracious, ungrateful "barbaric pigs."

Well-informed Mexicans who knew Scott understood the necessity for his ordering a mass execution of Yankee deserters, but most Mexicans did not, and the tragedy of the San Patricio Battalion remained a legend of gringo "barbarism." This band which went over to the Mexicans in the north had manned cannon with devastating effect during the defense of Churubusco. When the Americans broke through, 80 of the deserters were captured and tried in the square of San Angel, a suburb of Mexico City, while the fight for Chapultepec was raging. Some who had been merely camp followers were acquitted. About 15 of them, including their colonel, Thomas Riley, late of the Third Infantry, were only flogged and branded on the cheek with the letter "D," since they had deserted before the actual declaration of war. Jacob Ostwandell, a Pennsylvania soldier, noted in his diary how bungling was the branding of Colonel Riley,

CONTINUED ON PAGE 125



TRIUMPHAL PARADE of 7,000 troops in Mexico City's great plaza was led by General Scott. Military band played *Yankee Doodle* in front of cathedral.



WELCH PUNCH: Welch's Grape Juice half and half with Ginger Ale.

Welch's
For PURE Enjoyment



Send for free copy of Welch's Mother-Daughter Cook Book, Dept. 16, The Welch Grape Juice Company, Westfield, New York

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*Jantzen

makes the world swim



TAN with JAN...for a glorious copper-tan use new Jan sun oil or Jan protective cream lotion

take the plunge...all you need for fun like this is a Jantzen like this to make you look wonderful, to make you feel as though you own all the earth, all the water, all the sun...as though you own the summer. The new Jantzens have this magic knitted into every stitch, dyed into every color. Girl's suit, figure-controlling knitted faille with "Lastex" yarn 9.95. Man's trunks, 100% virgin worsted wool 5.00. Other Jantzens for girls 5.95 to 11.95, for men 3.50 to 5.50.



*Reg. U. S. Pat. Off.

MEXICAN WAR CONTINUED

the first application of the searing iron getting the "D" upside down, so that it had to be done over again "between the nose and the cheek right side up."

Fifty more were hanged. Of these 30 were hanged with grim melodramatics by Colonel William Harney, who stood the doomed men, ropes around their necks, hands and feet, in wagons under scaffolds and told them to keep their eyes on the Mexican flag which still floated above Chapultepec. Any minute the Americans over there would take the castle, and when the Stars and Stripes went up the men of San Patricio would die.

"The poor fellows," reported an American officer, "stood for two long hours" before the flags changed. Then the teams were started, the wagons went out from under the men's feet, leaving only air.

After the peace was signed, giving Polk the lands he had coveted and giving Mexico \$18,250,000 in solace, the army went home—the last dragoons leaving in August 1848. The soldiers had softened materially since their arrival. The flowers, the laughing señoritas, the guitars in the moonlight were not readily forgotten. The men talked regretfully about the half-dozen teen-age Mexican military cadets, whom they had had to kill in the storming of Chapultepec. One Illinois soldier wrote home about a 15-year-old Mexican lieutenant, Francis Contreras, wounded and captured in another fight, and how the handsome boy melted his captors by bearing pain "with a smile of the most touching sweetness—a vision of heroism." John Blount Robertson was shaken after the battle of Cerro Gordo to see a Mexican woman "turning over the blackened bodies and anxiously scrutinizing the features of each half-putrid corpse—her only child had fallen in conflict with the Yankees and she had come from her home 20 miles away." Eventually she lifted "a manly corpse from its bloody bed and lashing the body upright upon a chair," took the burden on her back "and with tottering steps set out for home," explaining to sympathetic soldiers her story "in wild Indian accents."

As the Yankees sailed away from Veracruz they remembered the Mexicans' polite farewells, yet back there hanging in the air, as plain to some of the boys as the snowy peak of Orizaba floating above the clouds, were the ominous words of the Mexican statesman Rosa at the final peace talks—his words about the war, "the calamity of which now bears heavily upon this Republic and the consequences of which will sooner or later make themselves felt by the United States of America."



NATHANIEL CURRIER celebrated the return of American troops to U.S. late in 1847. Lithograph shows veteran tenderly welcomed home from the war.



RC's a wow—the cat's meow!



It's something to broadcast about!

"RC tastes best!"

says BETTY HUTTON



I'm starring in Paramount's "THE PERILS OF PAULINE" (in Technicolor)



In the famous taste-test I tasted leading colas in paper cups and picked Royal Crown Cola best-tasting. Try it! Say "RC for me!" It's the quick way to get a quick-up with Royal Crown Cola—best by taste-test!



RC is the quick way to say...

ROYAL CROWN COLA

Best by taste-test

Hey, whose side is he on?

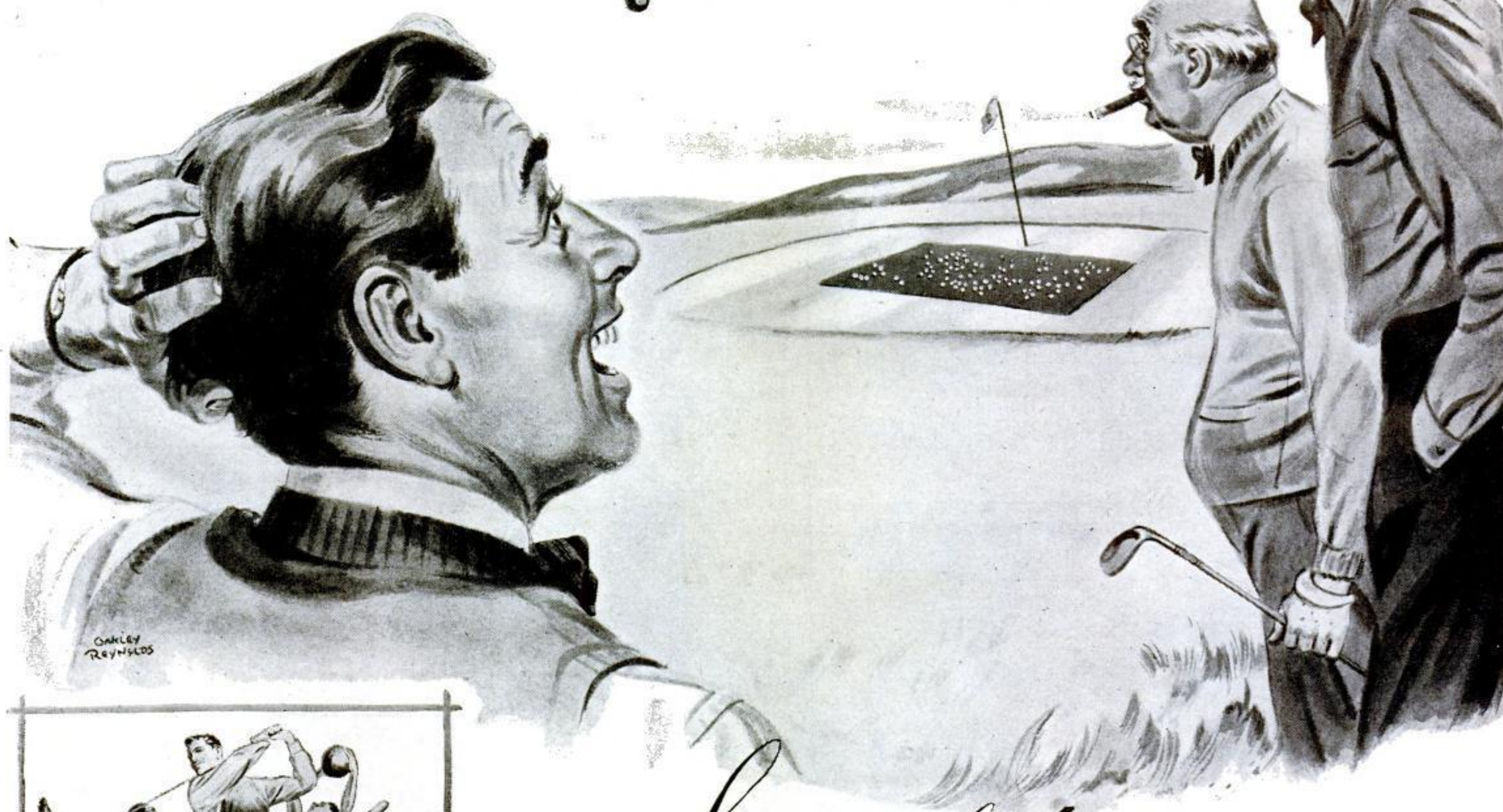
• He's on *your* side. "He's" a Spalding ball. What a partner!

We set up this little demonstration of pin-splitting accuracy just to give you an idea how you and a Spalding will team together.

The test was made with an automatic driving machine, and a bag of Spalding "Dots".

Every ball, on a 250-yard drive, flew straight to the tiny target—a 9 x 12 foot rug!

Uniform performance! Every Spalding ball has this big plus. It takes an all-important "guess" out of your game.

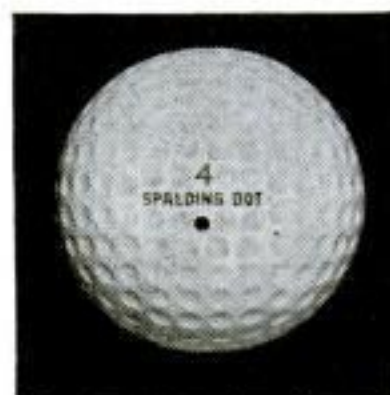


The Record Speaks

In golf, as in every major sport, the choice is *Spalding*! In the last National Amateur and National Open, more golfers played a Spalding ball than all other makes combined.

A. G. Spalding & Bros. Div. of Spalding Sales Corp.

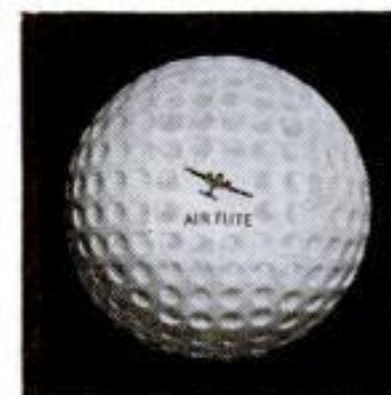
Spalding



First choice of hard-hitting, low-handicap players... the high-compression Spalding Dot. At your Pro's.



The tougher Top-Flite by Spalding is built for medium to high handicap players. At your Pro's.



Air-Flite is another high compression Spalding ball for power hitters. At your Dealer's or Pro's.



Golf's toughest! The famous Spalding Kro-Flite, long a favorite with average players. At your Dealer's or Pro's.



BACKSTAGE AT THE BALLET, RICKY SOMA MAKES UP FOR HER ROLE AS A SIREN IN "TALLY-HO" (BELOW) AND STUDIES HER BUN-SHAPED HAIRDO IN THE MIRROR

BEAUTIFUL YOUNG BALLERINA

Ricky Soma looks like the Mona Lisa and she also stands on her head

Among the young and pretty ballet dancers who are pirouetting along the way to the status of ballerinas in U.S. troupes, none possesses a more piquant beauty than Ricky Soma, who looks sometimes like a modern Mona Lisa (*cover*) and sometimes like a Degas dancer (*above*). At 18 Ricky is the youngest member of the best ballet company in the U.S., which is now on tour in Cuba and will soon leave for England, the Ballet Theatre. Ricky, whose full name is Enrica, has been dancing ever since she was 7, when her father found her wearing a butterfly costume and doing leaps about their

living room. After studying under Balanchine, Ricky danced in a Broadway musical and in 1945 joined the Ballet Theatre.

Ricky's father, Anthony Soma, who runs the well-known New York restaurant, Tony's, is pleased that his daughter is so agile on her feet, but thinks more of people who can stand on their heads. Mr. Soma practices Yoga. He can stand on his head for 20 minutes at a time, eat, read and sing while upside down. He has taught his Yoga tricks to his whole family and frequently all the Somas stand on their heads together to keep Tony company (*next page*).



ON STAGE in *Tally-Ho* Ricky (*left*) has the role of a lady described as "somewhat worse than she should be."



HERE'S A DAD'S DAY GIFT that's doubly appreciated—because it's useful. A brand new Sportsman Set, specially designed to please discriminating fathers. Contains Brushless Shave Cream, Shave Lotion and Talc. \$2.85, plus tax, at better stores.

Sportsman

GROOMING ESSENTIALS
Distinctly masculine • Decidedly correct

Other Gift Sets from \$2 to \$10 • John Hudson Moore, Inc., 663 Fifth Avenue, New York 22, N.Y.
IN CANADA: JOHN HUDSON MOORE OF CANADA, LTD., TORONTO, ONT.

You'll be paired-off in **Friendly "Sports"**
REG. U.S. PAT. OFF.



The "Aye" in his eye gets a good start with Friendly "Cutters". There's something about them that's cool—and calculated to please you and him.

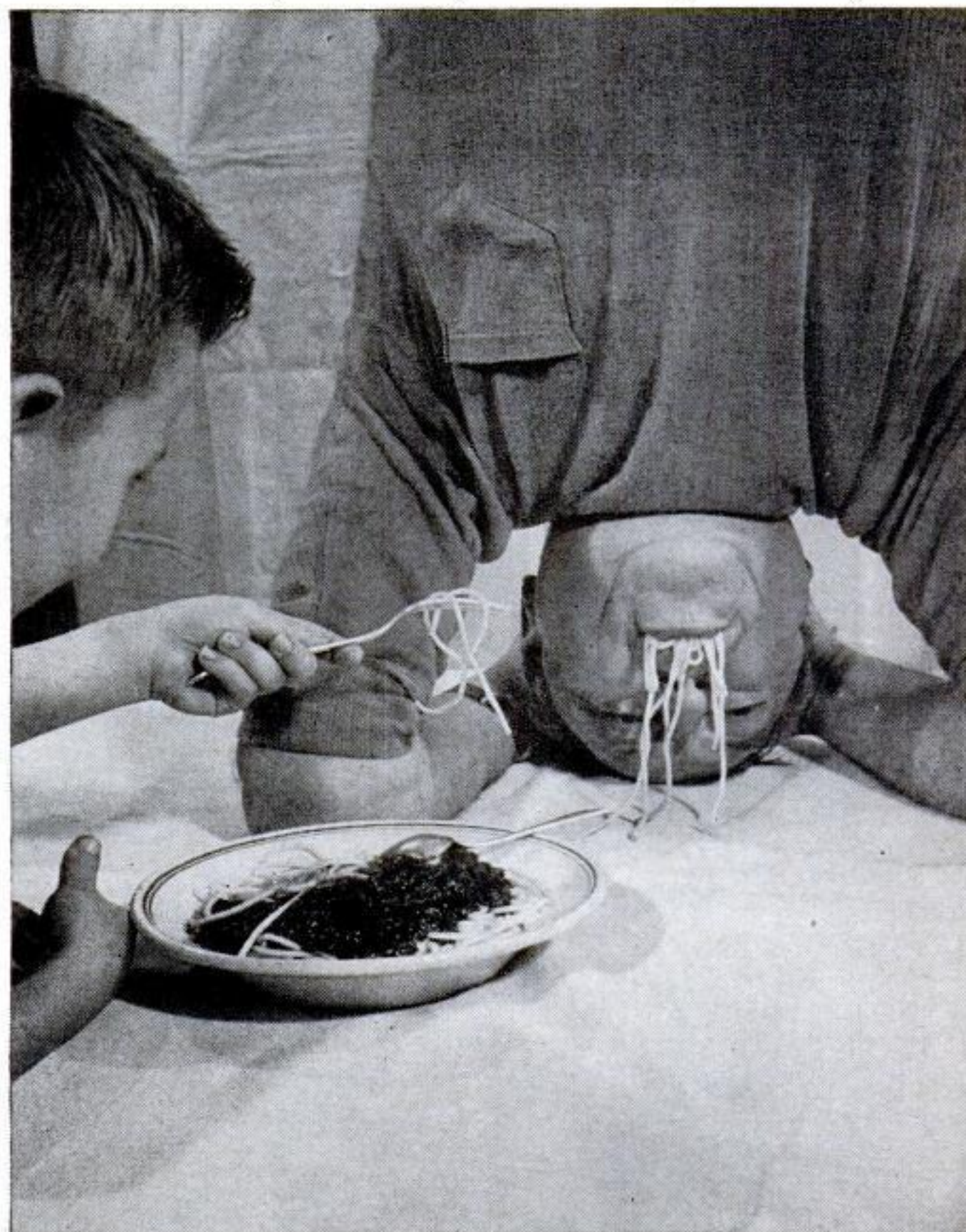
Bea Friendly

EDGEWOOD SHOE CO., NASHVILLE, TENN.

Ballerina CONTINUED



FAMILY PORTRAIT of the Somas shows (left to right) Tony Jr., 8; Linda, 12; Mrs. Soma, who sings very well while standing upright; Tony, who sings pretty well while on his head; Ricky, and Philip, 15. Tony put his children on their heads when they were 3. Money on mat fell from pockets during exercise.



TONY EATS SPAGHETTI during Yoga meditations with the aid of Tony Jr., who is nicknamed "Nappie" for Napoleon. While upside down, Tony also listens to the radio and reads Shaw, Voltaire and Walter Lippmann. He has been standing on his head for 14 years. It is, he says, "good for the viscera."

Friend of the family



A friend that your grandfather knew and trusted is still the same friend of your family today. That friend is Schlitz . . . the beer in which quality is never sacrificed for volume. In war and in peace, in good times and bad, Schlitz has held firmly to the simple belief that a man's work or his product always should be his best. That belief flavors every bottle or can of Schlitz, and makes the Schlitz label one you are proud to place before your guests.

Just the ^{KISS} of the hops

Copyright 1947, Jos. Schlitz Brewing Co., Milwaukee, Wis.



**The Beer that made
Milwaukee Famous**

Tops for Pops

Lucky the father whose Day brings him such Pop-pleasers as these SWANK Aristogram beauties.

Does he need a wallet? Could he use a key chain? Does he go for cuff links?

They're all here, and there's lots more besides—all bearing that special touch that makes SWANK right for every ensemble, every occasion, every Pop.



Aristogram

Creations:

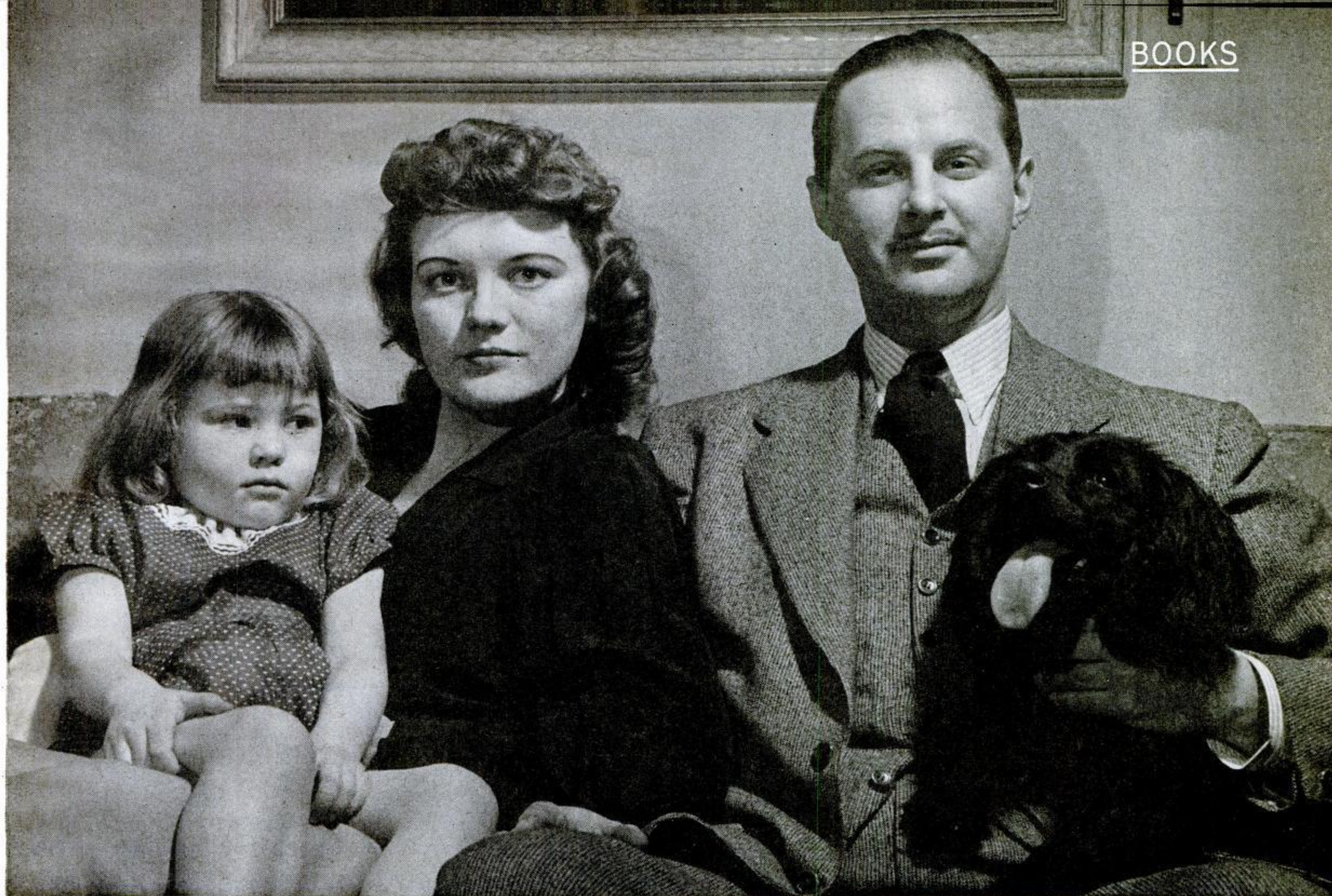
- Hip Pocket Wallet—\$5.00
- Straight Knife—\$5.00
- Cuff Links—\$2.50
- Crest Chain—\$2.50
- Tie Clip—\$2.50
- Extension Key Chain*—\$5.00
- Other Swank brand sets to \$200.

Always look for the name

* PATENTED



SWANK—Reg. U. S. Pat. Off. Swank, Inc., Attleboro, Mass.



"EBONY" CHOSE WHITE ACTORS TO PLAY THE MEMBERS OF THE KINGSBLOOD FAMILY. LEFT TO RIGHT ARE BIDDY, VESTAL, NEIL. THEIR DOG'S NAME IS "NIGGER"

WHITE MAN TURNS NEGRO

"Ebony" magazine re-enacts "Kingsblood Royal," new Lewis novel about race conflict

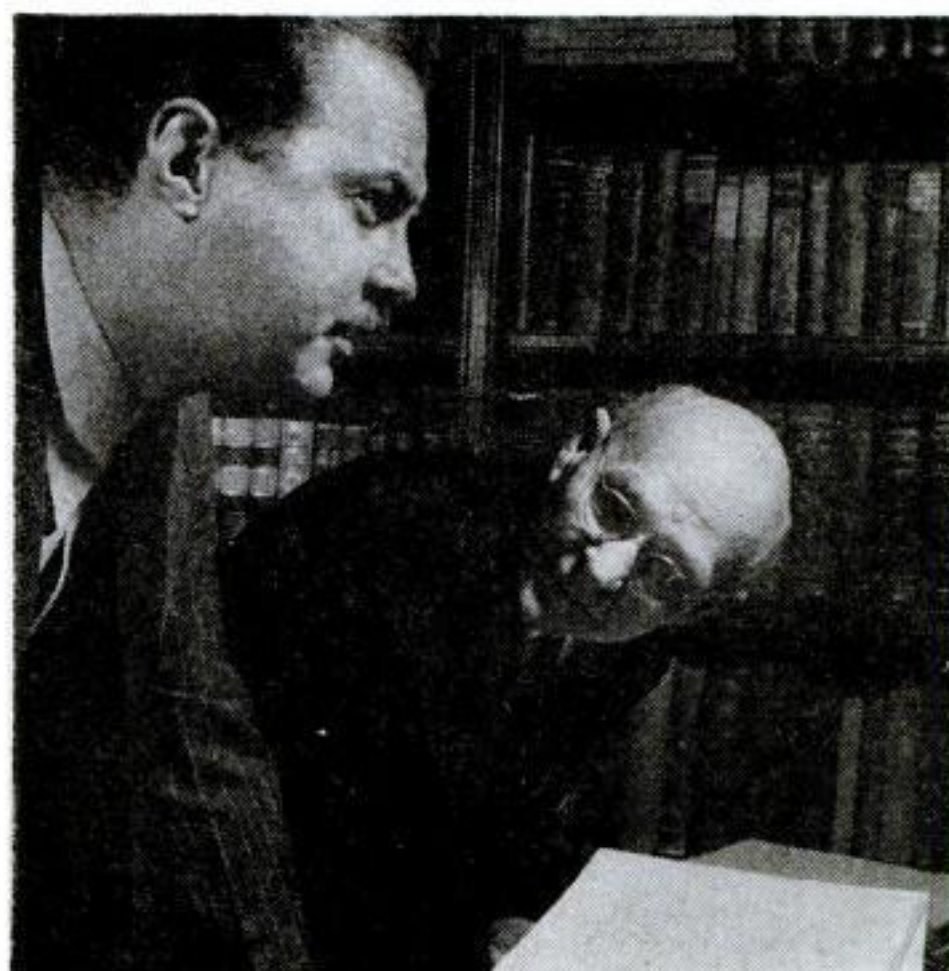
In its June issue the Negro picture magazine, *Ebony* (right), which is a frank imitation of *LIFE*, has a natural for its 300,000 readers. In a dramatic re-enactment, it presents the story of *Kingsblood Royal* (Random House, \$3), the new Sinclair Lewis novel about an average, up-and-coming Midwesterner who discovers he is not white but 1/32 Negro. The pictures were taken by Wayne Miller on Chicago's

South Side, using actors most of whom are amateurs and, with the exception of the Kingsblood family, Negroes. On these pages *LIFE* reprints most of *Ebony*'s pictures.

Kingsblood Royal is the 20th novel by the author of *Main Street* and *Babbitt*. With Literary Guild support (625,000 copies) the book is almost sure to sell more than a million copies, even though critics are panning it (p. 137).



IN MAID'S ROOM Neil Kingsblood and Vestal berate their Negro servant for disorderliness. Angered, she says she resents their calling their black dog "Nigger."



SHOCKING DISCOVERY that his great-great-grandfather was a full-blooded Negro is made by Neil when he traces his genealogy in state historical society.



FIRST CONFESSION that he is part Negro comes when Neil visits Negro family in his home town. They advise him not to reveal his secret, at least for a while.

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THE SMARTEST APPEARANCE



THE SUREST PERFORMANCE



AND THE MOST ECONOMY!

Thousands call the new Sonotone *incomparably* the easiest, most natural, most dependable hearing aid they ever wore! Here is all-in-one smartness in *wearing*, with *every* great hearing aid advance built-in. PLUS long battery life, with savings up to $\frac{2}{3}$, always "on tap" with the Magic Key! The best, most reliable hearing in Sonotone's great history—backed by hundreds of *permanent local offices*, completely staffed and equipped to give you expert fitting and unfailing personal care.

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Please send full details on the "Magic Key" Sonotone, and Sonotone's expert fitting and personal local care by trained Consultants.

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"Kingsblood Royal" CONTINUED



IN A NEGRO CHURCH, where he has gone to see what Negroes are really like, Neil feels at home. He listens to a heart-warming and intelligent sermon by preacher very unlike the usual darkie preachers his friends tell jokes about.



"ARE YOU A WHITE SLUMMER?" asks Sophie Concord before she finds Neil has Negro blood. She rebuffs him when he almost falls in love with her, calling him a "Christian, white gentleman" and a "one-percent-solution lover."

CONTINUED ON PAGE 134



KEEP ADORABLE! Yodora checks perspiration odor the SOOTHINGEST way

It's New! Made with a face cream base.

It's Gentler! Yodora is actually soothing to normal skins.

It's Effective! Gives lasting protection.

Won't Rot or Fade Fabrics. Better Fabrics Testing Bureau says so.

No Irritating Salts. Can use right after under-arm shaving.

Stays Soft and Creamy. Never gets grainy in jar.

Economical. Tubes or jars, 10¢, 30¢, 60¢

You'll adore Yodora! Try it today!



McKesson & Robbins, Inc., Bridgeport, Conn.

IS SKIN BETWEEN TOES—CRACKED ITCHY, PEELING?

Watch out for Athlete's Foot!



Don't delay—apply Zemo—a Doctor's fast acting agent—so wonderfully soothing yet so powerfully effective that first applications promptly relieve itching soreness and aid healing. Zemo actually kills on contact germs that commonly cause and spread Athlete's Foot. It helps guard against re-infection. That's why Zemo has such an amazing record of continuous success! The first trial of clean stainless Zemo convinces. All drugstores.

ZEMO



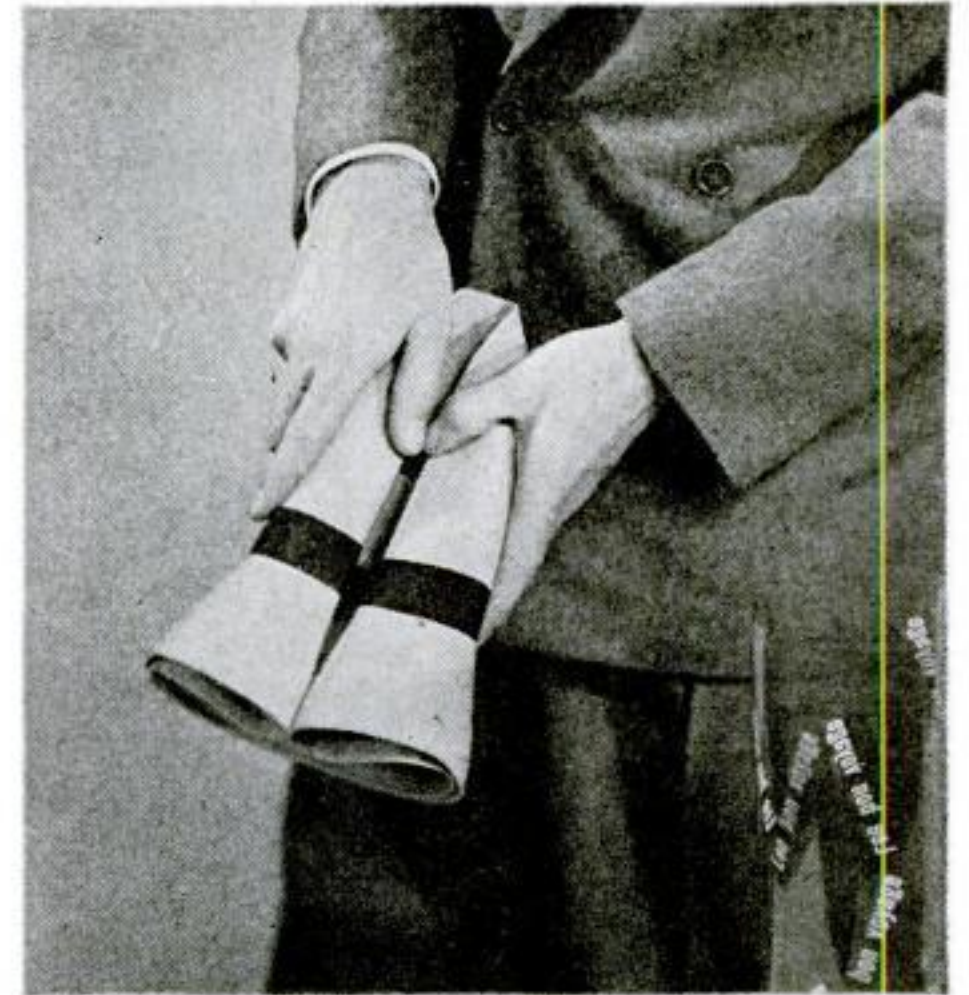
Amazing new kind of hat...rollable, foldable...all-ways good-looking



Here at last is a truly fine fur felt hat that can easily be tucked away in your traveling bag or coat pocket.



Remove your Lee "Bon Voyage"* from its practical transparent plastic case...keep the case for repacking.



Unfold the "Bon Voyage"...and feel the luxurious, rich Lee fur felt that countless refoldings can't affect.



Unroll it and see how flawlessly it responds to your touch without wrinkle or crease or any trace of packing.



Lift the crown and smooth the brim all around. Your Lee "Bon Voyage" comes to life under your fingertips.



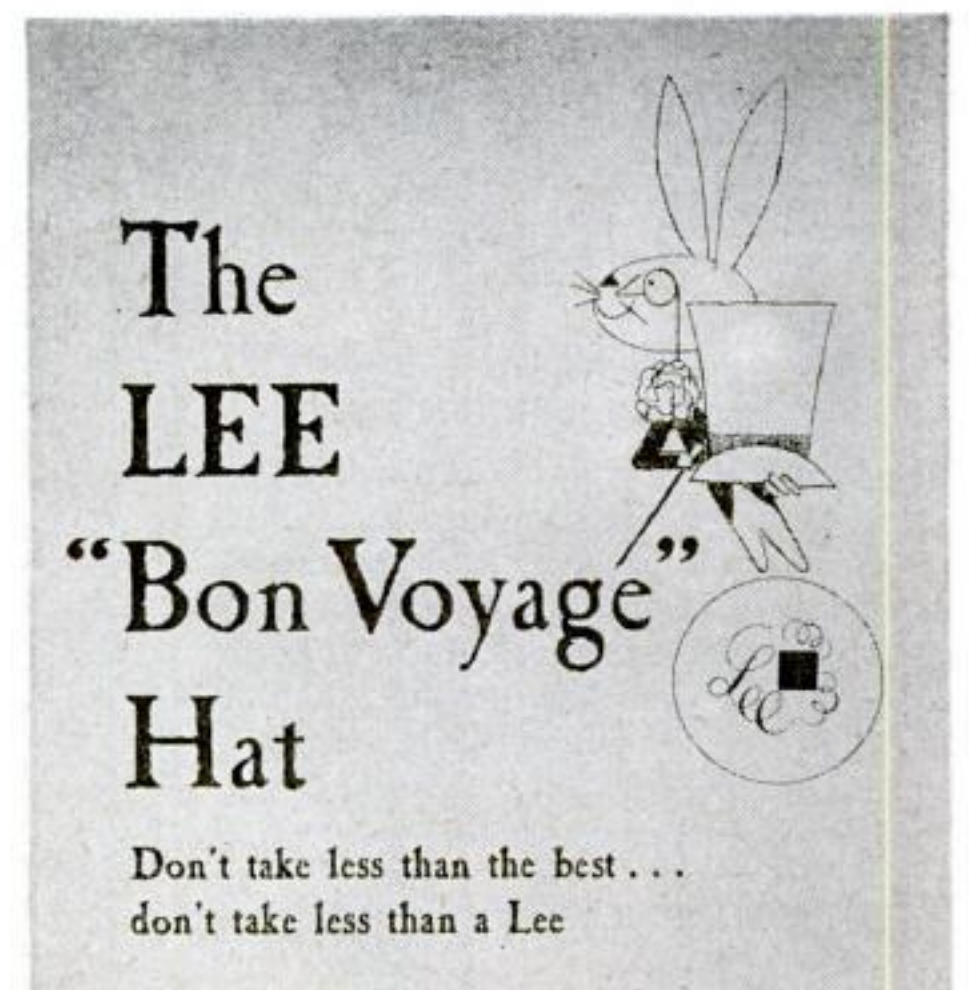
Now shape the crown in the way you usually wear your hats. The Lee "Bon Voyage" takes any shape you prefer.



Wear it dented or porkpie...off the face or brim-snapped...here's good looks and luxury as you prefer it.

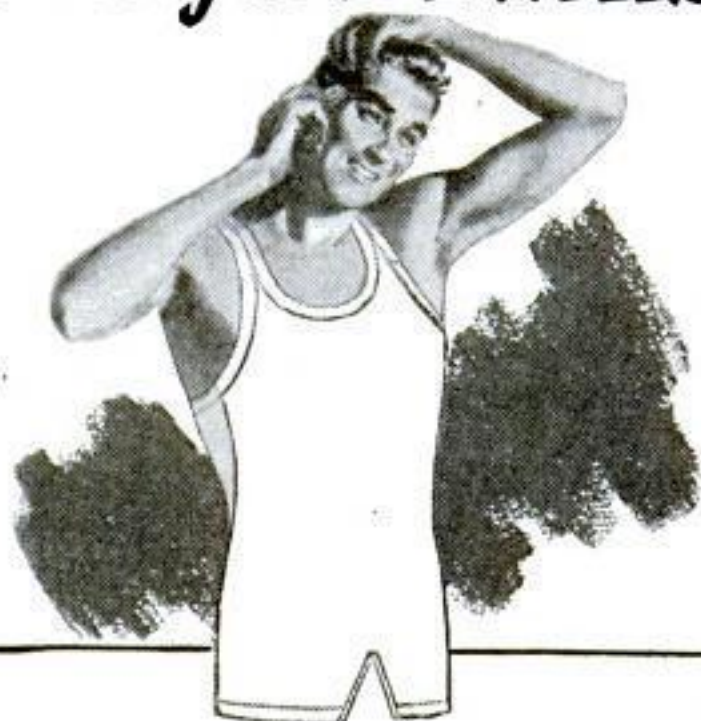


Yes...this is the best-looking hat you ever wore. It's only 10.00 (blue label)...including plastic case.



Tune in Drew Pearson and his "Predictions of Things to Come" every Sunday, coast-to-coast over the ABC network.

SEE FOR YOURSELF THE
**2 Big
 Exclusives**
 in these Healthknit
"Comfort Twins"



**1. HEALTHKNIT Kut-Ups[†] SHIRTS WITH
 THE EXCLUSIVE Kut-Ups[†] FEATURE**

No other shirt has it! Note how the inverted V-vent is *tailored-in* at the crotch line. It's the secret of Kut-Ups' unbelievably *smooth* fit. The shirt follows every move of your body—yet never makes a move of its own! Stays tucked in without creep, bunch or bind! Soft, close-knit combed cotton yarns wear and wear, too... absorb perspiration, wash in a wink. Ask for Kut-Ups at better stores everywhere.



**2. HEALTHKNIT Mac Dee[†] SHORTS WITH
 THE EXCLUSIVE CANTILEVER SUPPORT**

No other short has this! As the full elastic waistband hugs your middle, the *built-in* Cantilever Action automatically, gently lifts. No bind, no bunch, no chafe! No buttons to break or lose. And these wonderful, washable close-knit combed cotton yarns need no ironing. Choice of Briefs and Mid-lengths, at better stores everywhere.

[†]Trade marks Reg. U. S. Pat. Off.

Healthknit
TRADE MARK REG. U. S. PAT. OFF.

**SHIRTS • SHORTS • DRAWERS
 UNION SUITS**

**STANDARD KNITTING MILLS, INC.
 KNOXVILLE 3, TENNESSEE**

NEW YORK CHICAGO SAN FRANCISCO

"Kingsblood Royal" CONTINUED



"I AM ½ NEGRO," Neil announces at exclusive Federal Club when another member attacks the courage of Negro troops. Neil is asked to resign. He had always been looked on as a community pillar, a future bank president.



NEIL LOSES HIS JOB at the bank when he refuses to promise his boss that he will never lunch publicly with a white man. Neil's white friends avoid him. His real-estate agent tells him he has to move from his neighborhood.



NEIL'S DAUGHTER WEEPS bitterly when her playmates start calling her "Nigger." His wife Vestal sticks by Neil even though her family wants her to get a divorce. Neil's own family is furious at the shame he has brought them.

**SPEEDS RECOVERY
 AFTER ILLNESS**

*How a good-tasting food drink
 helps restore your strength
 and vitality*

It's hard to muster up an appetite when activity is cut down as a result of illness, operation or injury. But whether or not



you get enough body-building foods can mean the difference between a speedy and a long convalescence.

Thousands have had their recovery period shortened and made more pleasant because Horlicks Malted Milk was added to their diets.

Horlicks provides solid nourishment and, especially important in times like these, is appealing to the appetite and quickly and easily digested.

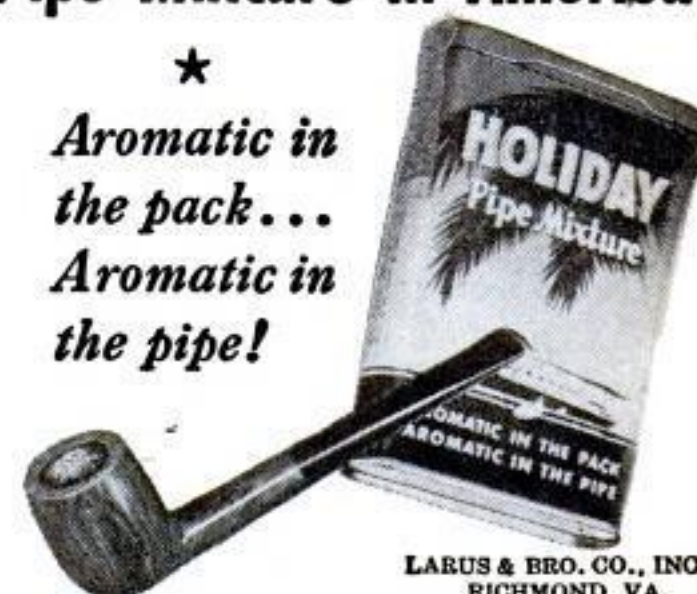
Two glasses of delicious Horlicks daily gives you an important share of the body-building protein you need when you're regaining your strength and vitality.

Ask your doctor about the way Horlicks can help to make your getting-well period as short as possible. Then get the one-pound jar from your drug or food counter. Horlicks Corporation, Racine, Wisc.

HOLIDAY

**The most talked about
 Pipe Mixture in America**

★
*Aromatic in
 the pack...
 Aromatic in
 the pipe!*



LARUS & BRO. CO., INC.,
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**MY GOODNESS...
 SUCH GOODNESS**

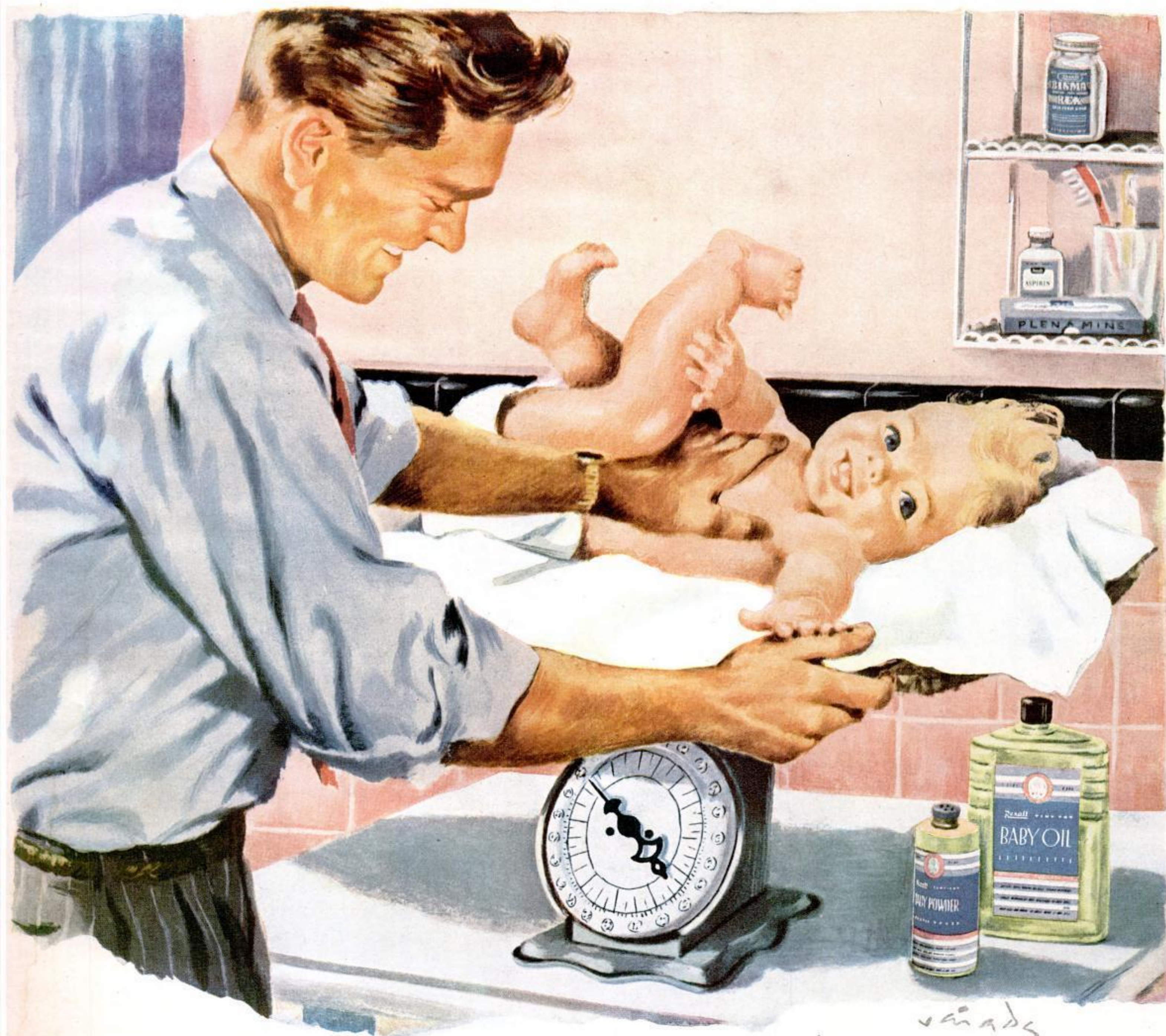
Welch
 QUALITY 5¢ CANDIES



THIS TAG on your garment guarantees free replacement of the ocean pearl buttons against loss or breakage for the life of the garment. Write for colorful, FREE booklet, the interesting story of how Shell products are made: 450 - 7th Ave., New York 1, N. Y.

Trade Mark Reg.

CONTINUED ON PAGE 137



"Weight at ringside—30 pounds!"

"And that includes my left arm from the elbow down, Jo-Anne. But how else can I keep her from leaping out at me?"

"Well, the stores are out of strait-jackets in the infant size. So, Bill dear, climb off that scale and give the baby a chance!"

Yes, Bill, weighing a wriggling 13-pounder is a little like wrestling with an octopus. But it's a job that parents have to do regularly—*because where babies are concerned, it doesn't pay to depend on guesswork.*

That's what millions of modern young couples like the Bowmans have discovered. They've learned the reliability rule two generations of doctors and families have lived by: *for drug store products, always depend on Rexall.*

For such families, Rexall Laboratories have perfected today's completely modern and complete line of Rexall drugs, prescription drugs and supplies. *They know that when it comes to a baby, you've got to have the best.* You must be able to count

on every precaution of science and pharmaceutical skill. That's why they buy only the safe, sure, pure drug products guaranteed by Rexall—found only in Rexall Drug Stores.

Over 10,000 selected independent Rexall Stores are in business for your good health. Look for the familiar blue-and-orange R-E-X-A-L-L sign. Because what's *best* for baby is *better* for the family, too.

For a lot of fun, hear Jimmy Durante and Garry Moore on the Rexall Drug Radio Show, Fridays, 9:30 to 10 P.M., EDST, Columbia Network.



DRUGS

REXALL FOR RELIABILITY
Pharmaceuticals • Household Remedies • Toiletries



Special-this-Month at your Rexall Drug Store
BRITEN TOOTHPASTE

A safe, mild, effective dentifrice that leaves the mouth refreshed and sweet-tasting.



"The drinks here are well bred, too!"

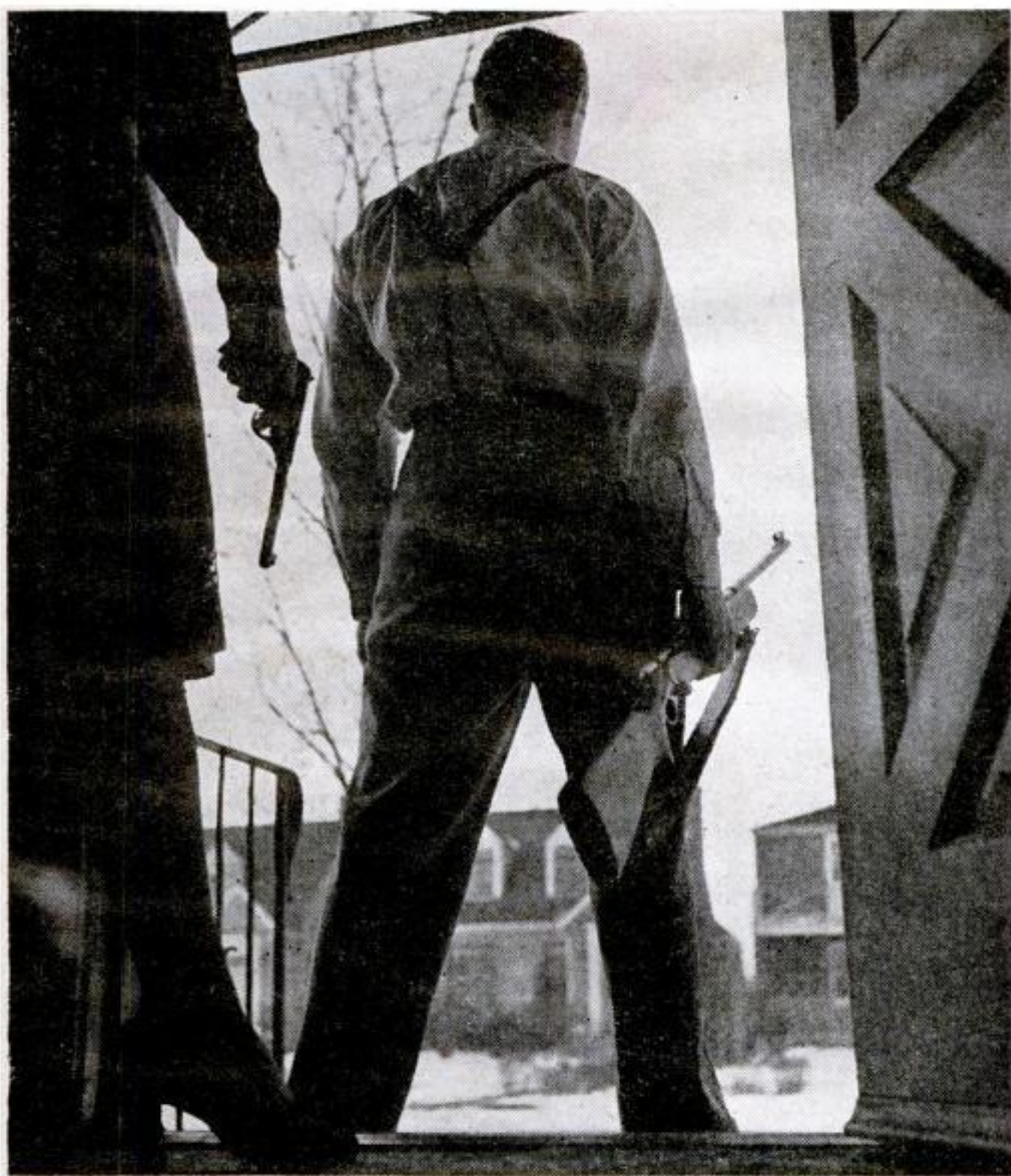
For that cooling highball, thoughtful hosts choose
the agreeably light whiskey of good taste, Calvert.
And for a frosty collins—well—Calvert makes the best gin, too!
Whichever *you* prefer for your summertime drinks—good mannered whiskey
or soft-flavored gin—just remember

Clear Heads Choose Calvert

Calvert

**BLENDED WHISKEY
and
DISTILLED LONDON DRY GIN**

Calvert Distillers Corporation, New York City. Calvert "Reserve": Blended Whiskey, 86.8 Proof, 65% Grain Neutral Spirits... Calvert Distilled London Dry Gin, 90 Proof, Distilled from 100% Grain Neutral Spirits.



AWAITING A MOB of angry white citizens, Neil and Vestal stand armed in the doorway of their home at the novel's melodramatic end. In the battle Neil wounds several hysterical neighbors, then is taken off to jail with Vestal.

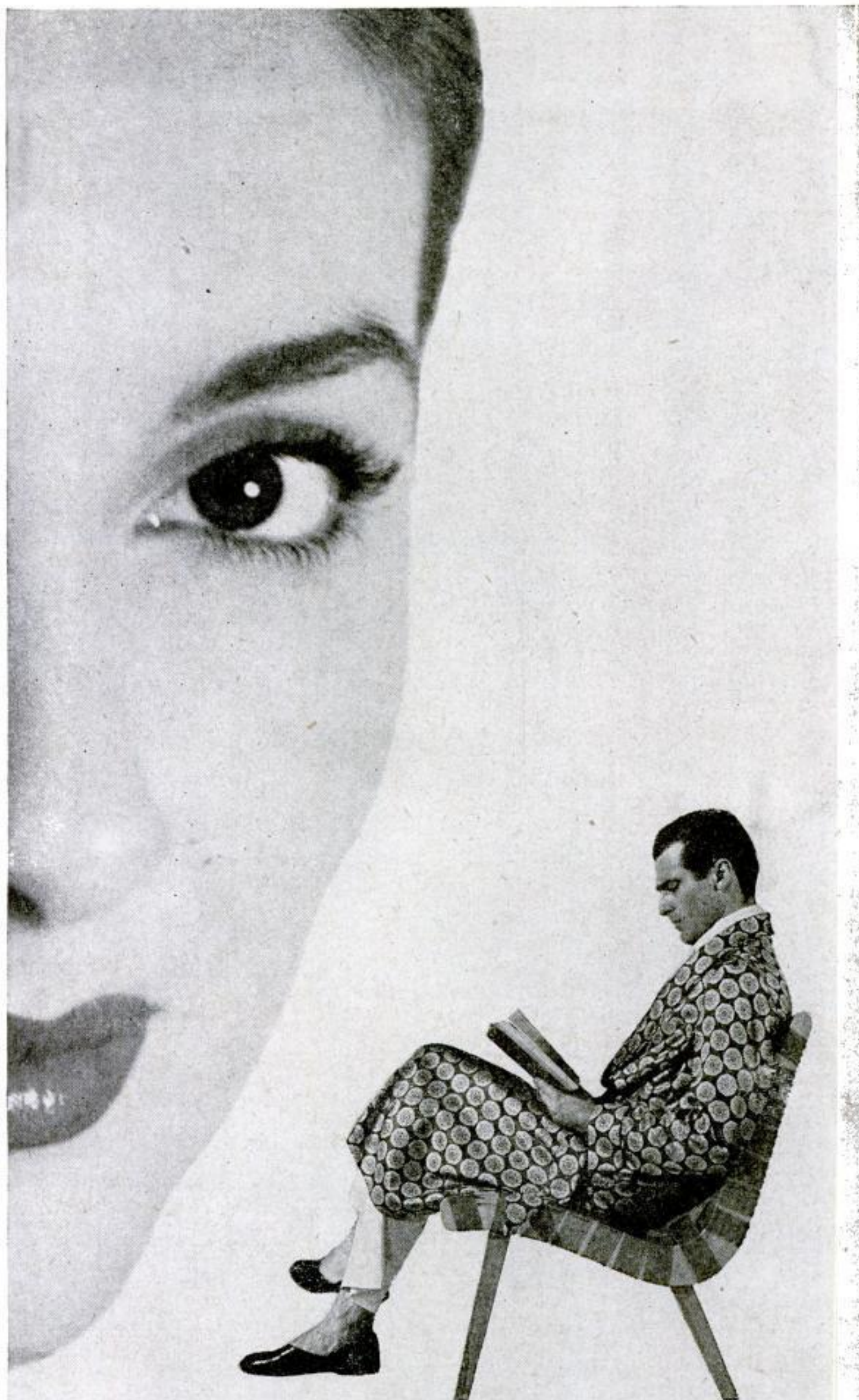
CONTROVERSY: DOES BOOK'S MESSAGE MAKE UP FOR LACK OF LITERARY MERIT?

Unlike *Ebony*, which gave its Negro readers the straight pictorial re-enactment presented on the preceding pages, U.S. literary critics were faced with a terrible dilemma when they sat down to review *Kingsblood Royal*. They knew that, as a literary work, Lewis' novel deserved a straight panning. It was plain that the 62-year-old author, who had won the Nobel Prize for Literature in 1930 for his great satirical novels (*Main Street*, *Babbitt*, *Arrowsmith*), had hit the bottom of his writing slump, which began with *Ann Vickers* (1933) and continued right through last year's *Cass Timberlane*. But the situation was confused because *Kingsblood Royal* is not so much a novel as a social tract. It is a major literary figure's philippic against racial intolerance. As such, it may be more widely read and argued about than any work on the subject since *Uncle Tom's Cabin*, which itself was not a very good novel. Many reviewers hesitated to condemn a book which can do a great deal of social good.

Critic Orville Prescott in the *New York Times* went all out against the novel lambasting it as "artificial, unconvincing, dull and melodramatic." Lewis Gannett in the *Herald Tribune* said it was "probably Mr. Lewis' most sloppily constructed novel." But Clifton Fadiman, writing in the *Saturday Review of Literature*, said, "I do not precisely know how 'good' *Kingsblood Royal* is . . . but I am glad that Sinclair Lewis is alive and in there pitching."

Sterling North, in his syndicated book column, stuck his neck out with this prediction: "... This fiery denunciation of 'White Supremacy' may even have strong political repercussions in the elections of 1948." William McFee in the *New York Sun* denounced the book: "It would be hard to find a novel today more hysterically unfair to American life. . . ." For the South, the Richmond, Va. *Times-Dispatch* reviewer admitted that "this story . . . contains truth . . . which someday must be faced." The *Atlanta Journal* was pleased that Lewis had "frankly identified as national—and universal—unhappy traits which have largely been represented as regional."

Of all the reviewers, none hit closer to the truth than Malcolm Cowley in *The New Yorker*, who wrote: "Lewis . . . would have had to work harder on Neil Kingsblood and his neighbors to make the book a serious work of fiction . . . Problem novels have to be judged by the same standards as all novels, they are good if their characters live after them . . . Babbitt . . . will be remembered longer than Neil Kingsblood."



the stafford stallion means fine robes

See it, touch it . . . you'll want to wear it. A really fine robe . . . a Stafford* Robe. Clear, clean colors . . . a masterly woven foulard . . . superb tailoring . . . you'll look for occasions to wear it . . . to let others see it. Stafford Robes are made of 100% Celanese** rayon yarn . . . pliant, soft and strong. See Stafford Robes at better men's and department stores.



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WHILE ONE GROUP OF PLAYERS (RIGHT) HAS STARTED RELAYING AN ORANGE SUCCESSFULLY, THEIR OPPONENTS (LEFT) HAVE RUN INTO TROUBLE AND STRUGGLE



TO GET THE ORANGE THE MAN TRIES HUGGING IT FROM HIS PARTNER'S LEFT SHOULDER (LEFT), ROLLS IT UP OVER HER CHIN (CENTER) TO THE OPPOSITE SHOULDER

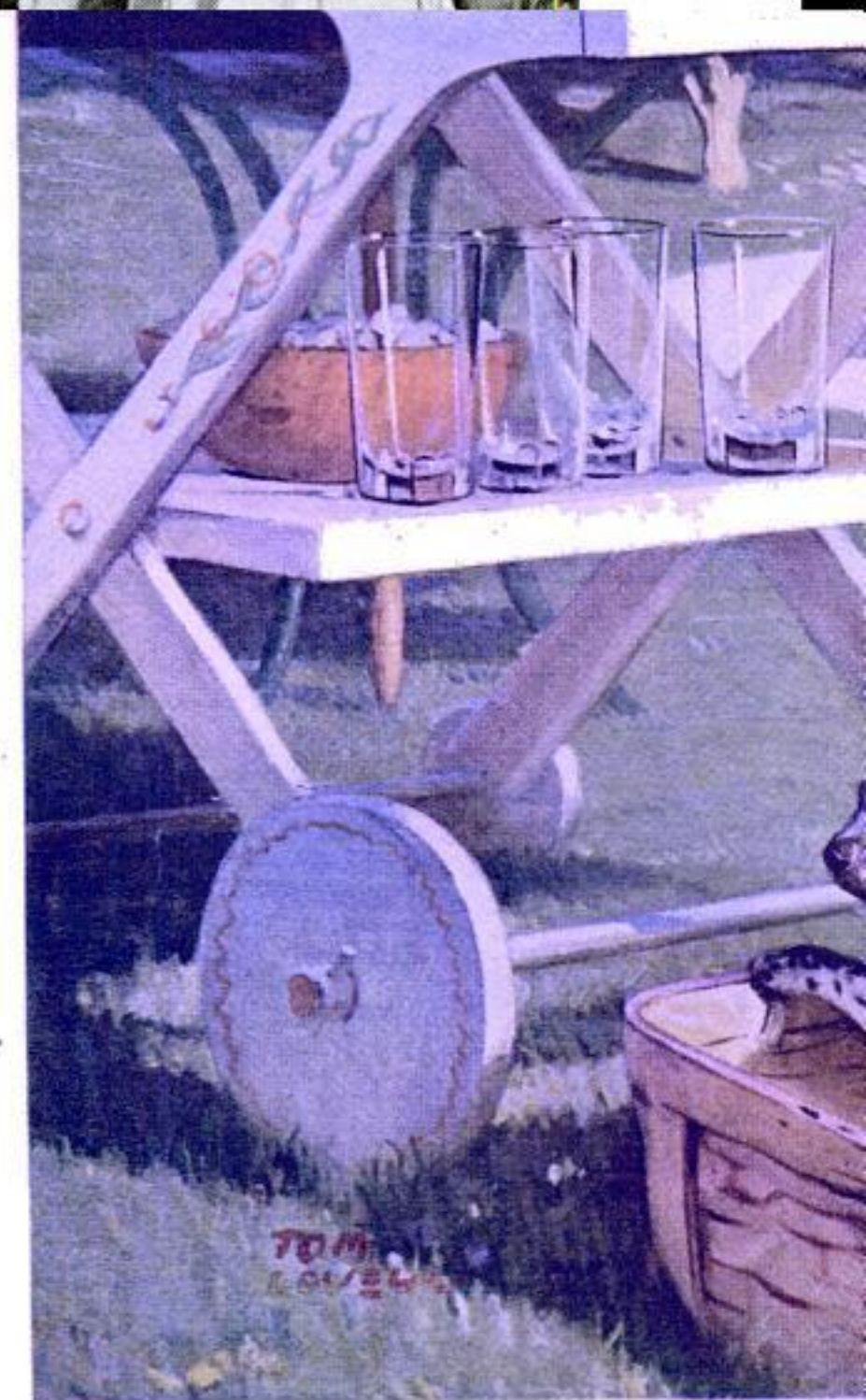


here are well bred, too!"

ball, thoughtful hosts choose
 ight whiskey of good taste, Calvert.
 ll—Calvert makes the best gin, too!
 or your summertime drinks—good mannered whiskey
 n—just remember
Heads Choose Calvert

Calvert
 BLENDED WHISKEY
and
 DISTILLED LONDON DRY GIN

Reserve": Blended Whiskey, 86.8 Proof, 65% Grain Neutral Spirits... Calvert Distilled
 0 Proof, Distilled from 100% Grain Neutral Spirits.



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EXPERIENCE IS THE BEST TEACHER!



"In diving, you practice and try until you find the particular forms and styles that suit you best," explains Champion Mildred O'Donnell.

From the simple forward dives off the low boards to the intricate spins and twists off the high boards and towers, Mildred O'Donnell mastered them all to win New York's Metropolitan diving championship.

IT'S TRUE IN DIVING...
**EXPERIENCE IS
THE BEST TEACHER!**
...AND IN SMOKING TOO.
THE CIGARETTE FOR ME
IS **CAMEL!**

*Mildred
O'Donnell*

DIVING CHAMPION

More people are smoking CAMELS today than ever before in history!

**YOUR 'T-ZONE'
WILL TELL YOU...**

T for Taste...
T for Throat...

That's your proving ground for any
cigarette. See if Camels don't
suit your 'T-Zone' to a **T**!



**Yes, experience during the shortage
taught millions the differences
in cigarette quality!**

DIVING Champion Mildred O'Donnell hasn't forgotten the war shortage of cigarettes. "I never realized there were such differences in cigarettes until the shortage," she recalls. "That's when I really learned what cigarette suits me best—Camel." Millions of others had the same experience, and reached the same conclusion—with the result that *today more Camels are being smoked than ever before in history.*

But, no matter how great the demand:
*We don't tamper with Camel
quality. Only choice tobaccos,
properly aged, and blended in
the time-honored Camel way,
are used in Camels.*



IT WAS NO FUN, the cigarette shortage; but it was a real experience, smoking a lot of different brands. That's when millions of smokers learned the meaning of the phrase, "Camels suit my 'T-Zone' to a 'T'."

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

According to a recent Nationwide survey:
MORE DOCTORS SMOKE CAMELS
than any other cigarette

Three nationally known independent research organizations asked 113,597 doctors—in every branch of medicine—to name the cigarette they smoked. *More doctors named Camel than any other brand.*